AUGUST 12, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

"they pack our tent"—

"they eat their lunches with us"—

because we're "One of the family in Midwest America"

"State Fair Time"...is here again in four big Midwest states, in full scale after the wartime lull.

WLS is there (as we have been since 1925) to greet our friends and neighbors—to entertain with 22-year-old Dinnerbell Time and special shows. Our tent is a between-times haven for foot-weary folks—a free checkstand for their bundles—a comfortable spot to unpack and enjoy their lunches.

Last Saturday (August 10) our WLS National Barn Dance again played to thousands at the opening of the Illinois State Fair. Today our tent is open, a welcomed institution on the Fair Grounds. Broadcasts will originate from the Illinois, Indiana, Michigan and Wisconsin state fairs this month and next.

WLS is part of State Fair Time because we're "one of the family in Midwest America." And that's a major reason for the 17 million letters we've received in 16 years—for dependable advertising results.

A Clear Channel Station

WLS CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER *President*

GLENN SNYDER *Manager*

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas

NBC Basic Network

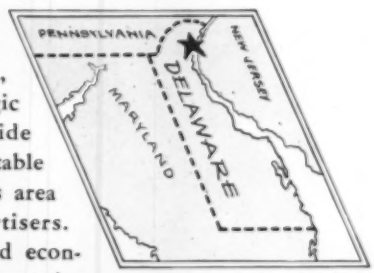
5000 Watts Day and Night

WDEL

wilmington, delaware

SELLS your product in a prosperous, free-spending market

WDEL is located in Wilmington, Delaware—the chemical capital of America. This city includes among its principal industries: E. I. du Pont de Nemours & Co. (Inc.), Hercules Powder Co., Atlas Powder Co., Pusey & Jones Corp., Joseph Bancroft & Sons Co., National Vulcanized Fibre Co., Bond Crown & Cork Co., Amalgamated Leather Co., Inc., Allied Kid Co., etc. The city's strategic location, transportation facilities and wide industrial diversification assure it a great, stable and prosperous future. WDEL covers this area effectively—profitably for many advertisers. Your advertising dollars are wisely and economically spent on this business-getting station.



Represented by RADIO ADVERTISING COMPANY

DON'T WE ALL....

The desire that all of us have for a new home is leading to record sales figures in the building industry. . . . In the Nashville area, annual sales of building materials were over the 17 million dollar mark before the war. . . . Now, sales are growing enormously, giving employment to thousands of workers. . . . This is just one example of the growing Nashville market that will be opened for you by WSIX. . . . Make a full study of this potential sales territory—then let WSIX do the selling.

AMERICAN • MUTUAL

5,000 WATTS
980 K. C.

National Representative
THE KATZ AGENCY, INC.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

WSIX gives you all three: Market, Coverage, Economy!

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BROADCASTING... at deadline

Closed Circuit

PROMOTIONS in offing for RCA Victor Engineering Products (transmitters, microphones, tubes, turntables, etc.) in wake of elevation of W. W. Watts as vice president in charge and Ted Smith in Watts' shoes as general sales manager include: A. R. Hopkins from Chicago office as Ted Smith's Camden successor, and C. M. (Buck) Lewis from Camden sales to Chicago manager.

THAT suggestion [CLOSED CIRCUIT, July 29] that Gen. "Ike" Eisenhower be invited as principal speaker at NAB convention in October was taken up by NAB Executive Vice President A. D. (Jess) Willard. Gen. "Ike" would like to do it but all depends on travel schedule. He's in South America now. Second tentative guest speaker at general convention session may be FCC Chairman Charles R. Denny, already booked to participate in Monday FM panel (story on page 91). Suggestion made that Commission head take part in discussion of program standards.

DON'T inter proposed new United States Network [BROADCASTING, Feb. 25, April 29, June 6] as dead duck. Floyd Odlum, Wall Street tycoon and head of giant Atlas Corp., still much interested and has been trying to inveigle Louis Wasmer, owner of KGA Spokane and one of West's first broadcasters, to take over executive direction. There's talk of upwards of $10,000,000 now rather than original $3,000,000 kitty.

REORGANIZATION of North Central Broadcasting System promised by John W. Boler [BROADCASTING, June 24 and July 1] may be completed as result of closed meeting in St. Paul between NCBS officials and some 19 stations affiliated with regional net.

ANY DAY Attorney General Clark will announce appointment of former Senator C. C. Dill, of Washington, as special assistant to Attorney General in charge of legal affairs incident to Bonneville Dam project in Columbia River power project. Senator Dill, co-author of Radio Act of 1927 and Communications Act of 1934, was daddy of Bonneville and Grand Coulee developments while in Congress. He maintains his home and law practice in Spokane.

UNDERSTOOD last week that if General Motors does not manage to sign up Bing Crosby for a fall show, it will not use any radio for coming season.

TEST of FCC's new Avco rule, which gives public chance to match original bids in station sales, may come soon. Evansville-on-the-Air Inc. (WEOA, WGBF) planning petition claiming its offer for WABW (FM) and WBBW Indianapolis cannot be duplicated by second-bidder Radio Indianapolis, since original

(Continued on page 94)

Upcoming

Aug 12-13: NAB Employe-Employer Relations Committee, Hotel Statler, Washington.

Aug. 16-17: NAB 15th District, San Carlos Hotel, Monterey, Calif.

Other Upcomings, page 88.

FCC Hearings, page 79.

Bulletins

NEGOTIATION meetings between representatives of four major networks and officials of International Alliance of Theatrical Stage Employes on new contracts for radio studio hands will be continued Aug. 14 in New York. Current contracts terminate Aug. 31.

KSDJ San Diego, scheduled to begin operations Oct. 1, will be CBS affiliate, giving network first outlet in San Diego, Purnell H. Gould, general manager, announced Friday.

KATE SMITH HEADS DRIVE

SISTER Elizabeth Kenny Foundation for Infantile Paralysis announced that Kate Smith has accepted national chairmanship of 1946 drive, beginning Nov. 31, for $2,000,000. Bing Crosby heads national executive committee.

Business Briefly

NOX ON ABC ● Nox Co., Los Angeles (Cystex and Mendaco) Sept. 8 starts *Dr. Danfield*, weekly half-hour mystery, on full ABC network, 3-3:30 p. m. EDT, with rebroadcast for Central, Mountain and Pacific time zones, for 26 weeks. Effective Sept. 29 time is 3-3:30 p. m. EST. Michael Dunn in lead, Walter Ramsey produces, Dick Wilkinson writes. Agency, Robert Raisbeck, Hollywood.

PICKS CBS ● Prince Matchabelli Inc., New York, Oct. 6 returns *Stradivari* Orchestra on CBS, Sun. 2:30-3 p.m. It is reported Paul Lavalle, conductor, will not return to program. Agency, Morse International, New York.

MEL BLANC DEAL ● Colgate-Palmolive-Peet (Colgate Tooth Paste) reported to have given Sherman-Marquette agency, Chicago, green light on sponsorship of Mel Blanc as fall replacement for *Theatre of Romance* CBS Tuesday 8:30-9 p. m. (EST). Blanc is Hollywood radio comic who has been Donald Duck, Bugs Bunny and other voices.

NAMES LOUDON ● Vacuum Foods Corp., Plymouth, Fla., has appointed Henry Loudon Adv., New York, to handle advertising. Radio will be used.

MAISIE RETURNS ● Eversharp Inc., Chicago, after six-week summer hiatus, Aug. 16 returns *Maisie*, featuring Ann Sothern, to CBS Fri., 10:30-11 p.m. Agency, Biow Co., New York.

FCC Adopts Interim Clear Channel Policy

PROCEDURE was outlined by FCC Friday providing for consideration of some clear channel applications with mutually exclusive non-clear channel requests without waiting for decision on breakdown or maintenance of clears.

Plan was disclosed in Public Notice recognizing "anomalous situation" which FCC hopes to resolve regarding clear channel classifications of 770 and 1030 kc and declaring present and future applications for these two frequencies—including KOB Albuquerque's for 770 kc—will be put into pending files until clear channel issue decided.

Statement was considered by some to be straw in wind indicating some clear channels to be duplicated. Others saw no such implication, considering it was meant solely to expedite action by granting applications that can be granted now, regardless of outcome in clear channel proceedings. In any event, some sources said, decision on clear channel issues may be forthcoming before action could be had on many applications under new plan.

FCC noted some non-clear channel applications are "mutually exclusive with applications in the pending files requesting daytime or limited time operation on an adjacent channel which is a clear channel." In such situations henceforth Commission will designate for hearing "all such mutually exclusive applications and will include an issue as to which, if any of the applications should be granted."

If non-clear channel applicant is found best qualified, FCC said, it will be granted and others denied. But if it appears that grant of clear channel application would better serve public interest (aside from clear channel issue), then others will be denied and successful (clear channel) application will be put in pending files until after decision in clear channel hearing.

FCC recalled its Feb. 4 notice providing for

(Continued on page 93)

IS THIS CLEAR?

DOES THIS Mean Breakdown of Clears?

This question was asked Friday of three people by BROADCASTING.

One, a staff employe of the FCC, said, "It looks like it!"

Another, a prominent radio attorney, said: "Nah!"

A third (P. R. A.) said, "It looks like it!"

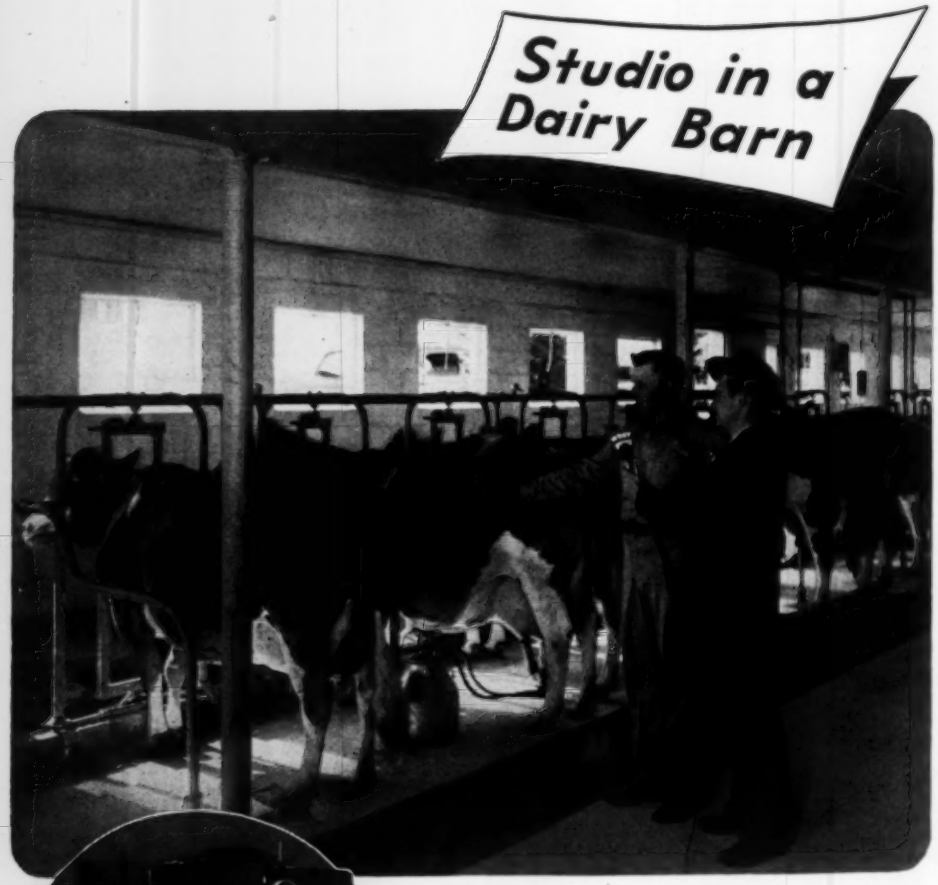
Spinnakers set

make a pretty picture. But signed contracts in the safe produce a much prettier picture on the credit side of a radio station's ledger. Weed and Company's competent staff of seventeen men insures full market coverage and maximum results.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • ATLANTA • DETROIT • SAN FRANCISCO • HOLLYWOOD



NEW WIRE RECORDER

BRINGS ON-THE-SPOT BROADCAST

TO WDGY's LISTENERS

The installation of a new wire recorder is but one of the steps we're taking to build a better WDGY under the banner of the Stuart Stations . . . . . new features, new interest, new listeners. The wire recorder will make possible greater versatility in serving audiences in Minnesota and surrounding states with more special events broadcasts, sports events and other special features. WDGY is on the march. March with WDGY.

5000 Watts — 1130 KC

MINNEAPOLIS **WDGY** SAINT PAUL

GORDON GRAY
Vice President & Gen'l Mgr.

MELVIN DRAKE
Vice President & Station Manager

LEWIS H. AVERY INC.
National Representatives

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *Asst. to the Managing Editor.* STAFF: Lawrence Christopher, Mary Zurhorst, Adele Porter, Margaret Elliott, Eleanor Brumbaugh, Irving Kipnes, Cleo Kathas, Ward Archer.

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Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi.
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WINFIELD R. LEVI, *Manager*

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ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU
360 N. Michigan Ave. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU
417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

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* Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE $5.00 PER YEAR. 15c PER COPY

Vital Link—

The great wholesale produce market of Philadelphia's Dock Street is a vital link in the chain of distribution which moves fresh food from farms to families. It is the center from which the produce of thousands of farms is delivered to all parts of the city.

WFIL is a vital link in this distribution system, too . . . a *direct* link between producer and consumer, between you and the people who buy your goods and services. It carries your sales story into the 1,200,000 radio homes in the WFIL coverage area.

This link is strengthened by a planned program of promotion and merchandising patterned to meet your special problems. Our promotion of your program wins listeners —our merchandising of your program wins buyers.

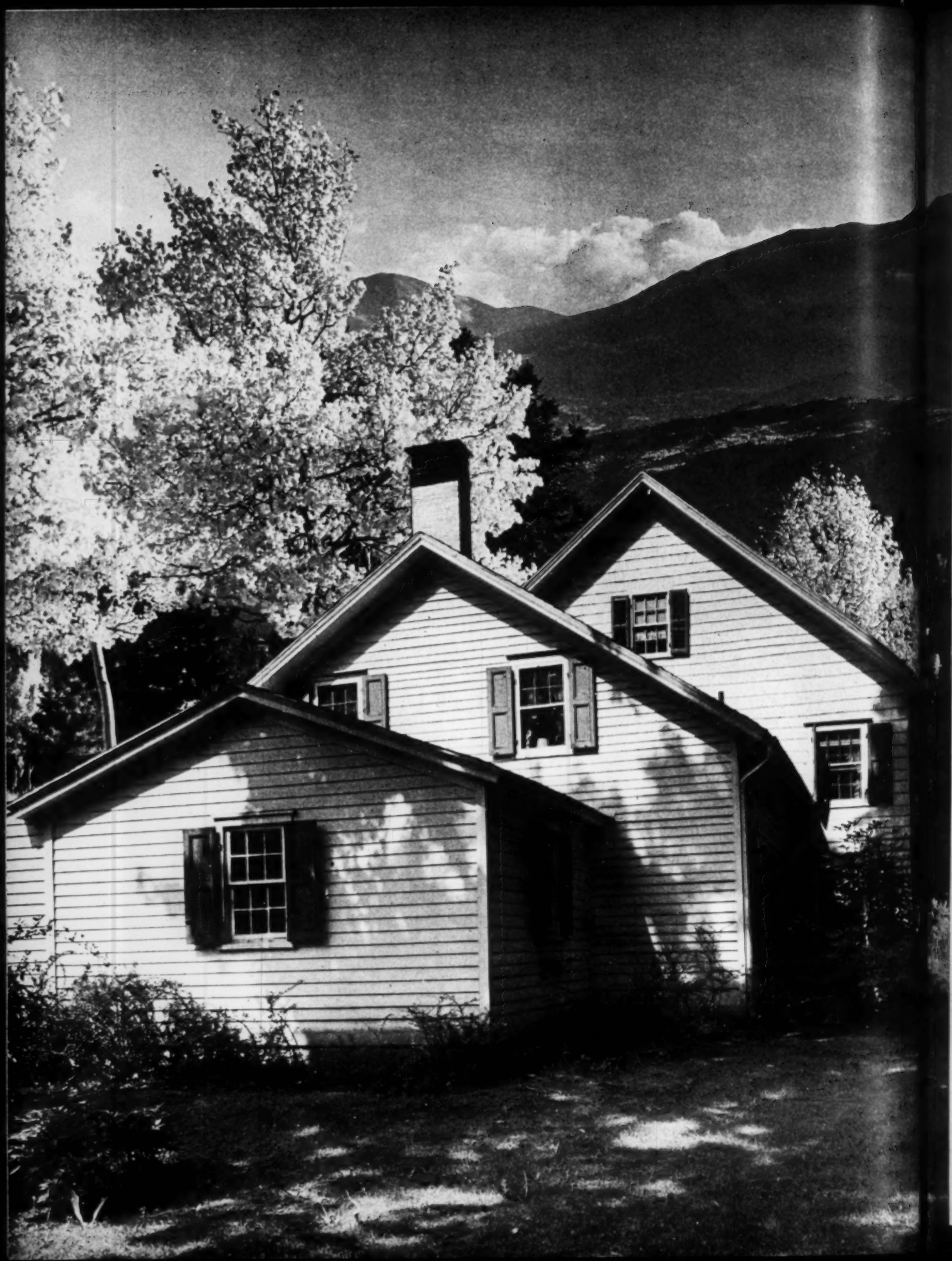
A **WFIL** *PROGRAM* ***plus*** *PLANNED PROMOTION* ***equals*** *SALES SUCCESS IN PHILADELPHIA*

ABC AFFILIATE

WFIL

560 *First* ON YOUR DIAL

The Philadelphia Inquirer Station



When the Boys Come Home

Service to those who served is the keynote of KOA's vital program, *When The Boys Come Home*. Every Friday evening, in cooperation with the Colorado State Veterans Advisory Council, KOA presents a program of valued information for all returning veterans and their families.

Thousands of servicemen and women are coming to Colorado to live; thousands more have homes in the vast Mountain and Plains States area. Actively supported by business, civic and governmental agencies, KOA offers competent discussion of veteran problems. Re-employment, the G.I. Bill of Rights, Insurance, Home Loans—these are only a few of the subjects on which veterans are given expert advice and genuine assistance.

Years of eminent service to the Rocky Mountain area have qualified KOA for its important role in reconversion. Years of service and *results* have made KOA the favorite of listeners and the first choice of local and national advertisers.

FIRST IN DENVER

KOA

50,000 WATTS 850 Kc.

Represented by NBC SPOT SALES

THE NATIONAL BROADCASTING COMPANY

Nebraska's

CAPITAL CITY STATION

A "CAPITAL" IDEA

Lincoln is not only Nebraska's second market, but also the home of two great institutions, the State Capitol and the University of Nebraska.

There is only ONE radio station in this rich market that concentrates on serving the people in the Lincoln area alone. That is KFOR, with the best in ABC and Mutual shows, powerful local programs, and a continuous stream of public interest events for and about the Lincoln area.

Write for the attractive booklet that tells the complete story of how KFOR is selling Lincoln for others, and can sell Lincoln for you.

Represented by
EDWARD PETRY CO., INC.

KFOR
LINCOLN, NEBRASKA
GORDON GRAY, Vice Pres. and General Manager
HARRY PECK, Station Manager
BASIC ABC - 1240 KC
LOCAL CHANNEL

Feature of Week

SO GREAT is the human interest pull of the Southern daytime serial, *Just Home Folks*, that when "Junior's" puppy died, within two days following the episode, Junior received 15 live puppies, three Persian kittens, a guinea pig, two turtles, six rabbits—and a bowl of goldfish!

The cast is remarkably "home folks" as it consists of the producer and author, Amanda Barnes, who plays Heroine "Ann Scott"; a daughter, Ridge, who has been playing "Junior" since she was 11; another daughter, Jean, who has been "Diane" since she was four.

The serial's long history began in October 1932 on WWL New Orleans, and ran on that station for 1500 consecutive episodes until 1938. In 1939 the cast was chosen as good will ambassadors for the City of Miami Beach, Fla. and toured 24 Central, Southern and Eastern States, presenting sketches from the series on 100 stations.

In 1940 the Georgia Light and Power Co. brought the show to WGST Atlanta where it ran until 1943 when it was sponsored transcribed for the 1943-44 season for Lydia Pinkham on WGST WAPI WMAZ WTOC WBRL WCOV KWKH, through Erwin, Wasey & Co. In November 1944 WBT put on the series as an audience builder —and holder. *Just Home Folks* is

Ridge, Jean and Mrs. Barnes.

now back on WWL, 11:15-11:30 a.m. and will return to the air by transcription on a number of southern stations this fall. WWL sponsor is Blue Plate Fine Foods.

When the show went on its vacation from WBT, it had the highest rating of any program on WBT or on WBT's competition, local or network, sustaining or commercial, between 9:15 and 11:30 each weekday morning. It was aired at 10:45 a.m.

The story is kept simple, and steeped in the atmosphere of the South. The cast is small, "folksy" and seems to be taken to heart by its listeners if audience response is a judge.

Sellers of Sales

THE MOST ardent volunteer fireman in tiny Ardsley, a Westchester County, N. Y. village, is Chester Carter Slaybaugh.

Mr. Slaybaugh has chased fires in Ardsley for a dozen years. Fortunately for his other enterprises, Ardsley is too small to support more than an occasional conflagration; so Mr. Slaybaugh finds time (and interest) to manage the radio department of Morse International, New York, and also to buy time for several of its clients. With such accounts as all Vick Chemical Co. products, Seaforth Products, Prince Matchabelli and Vitamin Plus and with Ardsley fires demanding of his time, Mr. Slaybaugh is a busy man.

CHET

Before joining the advertising business in 1940 (as a timebuyer for BBDO), Mr. Slaybaugh was a banker for 12 years, the last part of his pre-advertising career having been spent as assistant cashier at the Central National Bank in Yonkers, N. Y.

Although born in Cleveland, Ohio, he moved at a very early age to New York. He received his B.S. in economics at the U. of Pennsylvania.

In July 1943, he took over his present position. Currently, he has been buying 5, 10 and 15 minute shows for the Vicks Products for its advertising campaign starting Sept. 16 on about 100 stations.

The Slaybaugh's (she is the former Leah Brown) have been married for 17 years. They have three children, Barbara, 14, Eleanor, 11 and Chester Jr., 7. The Slaybaugh's own a home in Ardsley.

Tennis is Mr. Slaybaugh's favorite sport. He was a member of the freshman tennis team at Penn. Occasionally he plays golf.

He also raises iris and has often thought of growing orchids but never seems to have enough time.

Civic-minded Chet has been trustee of the Village of Ardsley, and director of the bank in Ardsley. He is a member of the Lion's Club and the Radio Executives Club.

WDEL
Wilmington
Delaware
SELLS

Assures advertisers a greater listening audience than ever before — covers prosperous Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia.

5000 WATTS
Day and Night
NBC
Basic Network

Represented by
RADIO ADVERTISING COMPANY

1000% INCREASE IN 5 YEARS!*

KFNF

The Friendly Farmer Station

Provides

Dramatic proof of the ancient adage—

"HE WHO SERVES BEST PROFITS MOST"

FOR KFNF HAS BEEN SERVING THE GREAT

FARM MARKET AROUND SHENANDOAH, IOWA,

BEST—SINCE 1924.

1000 W. **KFNF** 920 Kc.

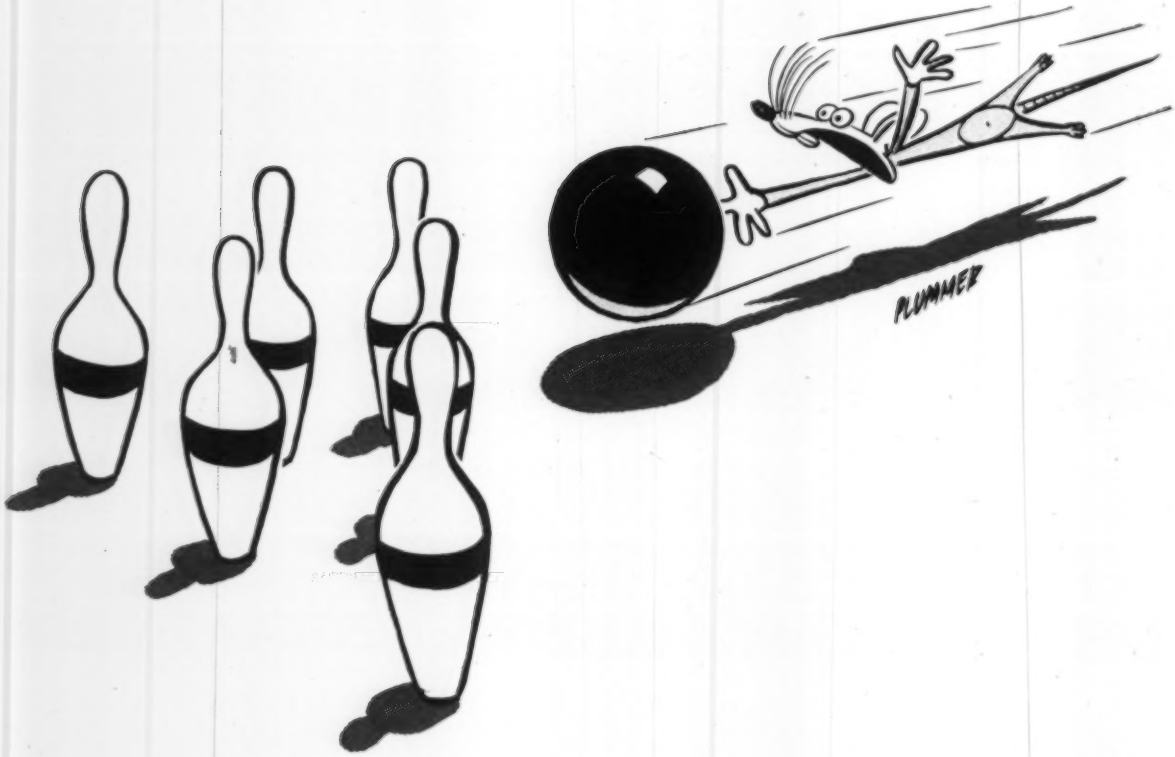
Shenandoah, Iowa

For availabilities, call FRANK STUBBS, SHENANDOAH, IOWA, Phone #1

* KFNF net broadcast income for July, 1946 was 31.4% above June, 1946—63.2% above June, 1945 and more than ten times that of June, 1941

A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!



● **Maybe we're getting our story backwards, for this once—but there are times when a man (or a mouse!) can put too much steam into his efforts—and get a little *carried away* as a result!**

When your F&P Colonel recommends a station, an availability or a spot-broadcasting program, take our word for it —*you're getting the results of careful thought and seasoned judgment.* We've been in this business for fourteen years. We know our stuff—including the fact that an ill-considered recommendation is poison for *us* as well as for you.

Too much to expect from a *sales* organization? Try us and see!

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BROWNSVILLE	KVAL
BUFFALO	WGR-WKBW
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TULSA	KTUL

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BROADCASTING
TELECASTING

VOL. 31, NO. 6 WASHINGTON, D. C., AUGUST 12, 1946 $5.00 A YEAR—15c A COPY

NAB Board Strengthens Industry Control

Committee to Study Plan to Revise Standards

By SOL TAISHOFF

ESTES PARK, COL., Aug. 8—Taking a firmer hand in the conduct of radio's affairs the NAB Board of Directors in a three-day meeting concluded today authorized setting up of machinery looking toward more stringent self-regulation by broadening the range of NAB activities.

While no concrete action was taken on revision of the Standards of Practice, successor to the controverted Code of Ethics, the board recognized the need for tightening radio's programming and commercial structure by adopting

Other NAB stories on pages 50, 82, 83, 84, 87, 89, 91, 92

a series of interrelated reports of committees which have studied the problems during the past year.

President Justin Miller was authorized to appoint a new Standards of Practice Subcommittee representative of all station classes to consider revision of the Standards of Practice as well as the old code. The board authorized $3,000 for the study, with the report presumably to be made to the NAB convention at Chicago Oct. 21-24.

Scrutiny of Operations

Throughout the sessions, attended by all but two members of the 26-man board, there was emphasis on closer scrutiny of station operations. The influx of new stations, occasioned by the wholesale licensing of both new AM and FM outlets, it was evident, motivated the board's desire to spell out explicitly the functions and obligations of stations and the need for constant vigilance lest the FCC attempt further to invade the field of program regulation and business practices.

At its concluding session Thursday the board took the action designed to give it greater scope and power in defining operating standards and in enforcing them through a proposed by-law amendment to be submitted to the membership at the October meeting. It proposes a new section to Article 8 of the by-laws (dealing with the powers of the board) to give it the right to originate and promulgate standards of practice or codes and to "adopt proper measures for the observation thereof."

Edgar Kobak, MBS president, attended a board meeting for the first time as an "observer." MBS joined NAB three months ago but Mr. Kobak declined to exercise his voting privilege on the ground that he felt networks should belong to the association but should not vote. He participated actively in the board discussion, however, particularly in connection with programming, audience survey and matters concerning policy.

Vying with the standards for top board attention was the FCC's proposed new transcription rule which would eliminate the requirement that recordings be specifically announced as such, provided there is no effort to deceive the audience. Hearing on the proposed rule is scheduled for Aug. 28 at which time NAB will state its position. Discussion centered around the suggestion that the rule be modified so "name talent" used on recordings in programs be identified as such. At the Wednesday session this suggestion was voted down 17-6, with the majority favoring the rule as proposed.

At the Thursday session, after protracted discussion, the board by the identical vote of 17-6 ordered NAB endorsement of the proposed rule (3.407) with the request that it be made permanent. It is presumed the board itself proposes to prevent deception through inclusion of provisions for proper identification of transcribed "name talent" in the revised standards or code.

Vote on Proposed Rule

Board members who voted for the proposed rule as written are understood to have been Campbell Arnoux, WTAR Norfolk; M. H. Bonebrake, KOCY Oklahoma City; Fred Borton, WQAM Miami; Martin Campbell, WFAA Dallas; T. A. M. Craven, Cowles stations; John E. Fetzer, WKZO Kalamazoo; John J. Gillin Jr., WOW Omaha; Michael R. Hanna, WHCU Ithaca; E. L. Hayek, KATE Albert Lea, Minn.; Leslie C. Johnson, WHBF Rock Island, Ill.; Clair R. McCollough, WGAL Lancaster, Pa.; Paul W. Morency, WTIC Hartford; G. Richard Shafto, WIS Columbia; William B. Smullin, KIEM Eureka, Calif.; Harry R. Spence, KXRO

(*Continued on page 83*)

HIGHLIGHTS of NAB Board Meeting

Recommended by-law change empowering board to promulgate standards and adopt means for "observation thereof."

Endorsed proposed Rule 3.407 easing recording identification.

Approved AAAA standard contract form.

Tabled agency recognition bureau plan.

Urged creation of new class of operators to reduce hardship under FCC Rule 91-D.

Ordered study of "Oscar" plan but refused to grant funds and specified industry is not to participate in making awards.

Approved plan to set up universal standards for recordings.

Ordered completion of Employe-Employer Dept. staff.

Rejected $200,000 assessment on members for new headquarters building but directed study of dues.

Adopted proposed referendum amendment to Article 14 of by-laws to pave way for complete revision of constitution and by-laws.

FCC Creates New Hearing Section

TO EXPEDITE handling the great mass of pending broadcast hearing cases, FCC is setting up a Hearings Section under Samuel Miller of the Law Dept., formerly in charge of the FM Section.

With upwards of 700 broadcast cases in hearing, FCC authorities explained, the Commission for some time has been concerned with the length of the time-lapse between completion of a hearing and issuance of a decision on the case.

To help solve this problem, attributed primarily to the unprecedentedly heavy work-load which has prevailed throughout the Commission since the war ended, the Hearings Section was formed and given the job of planning hearings schedules, seeing that arrangements are made for conducting the proceedings, and expediting the preparation of decisions.

Mr. Miller, whose new assignment was seen by industry attorneys as one of the most important in the Law Dept., will be responsible to Vernon L. Wilkinson, assistant general counsel in charge of the Broadcast Division, just as he has been in his post as chief of the FM Section.

The FM Section under Mr. Miller turned out the record-setting volume of more than 500 decisions in some eight months.

Supervisory

The Hearings Section's duties will be supervisory, not actually conducting hearings itself. Hearings examiners and Commission counsel for the various proceedings will be drawn, as in the past, from the Broadcast Division and other departments as needed.

Establishment of the new section has not been formally announced and was understood to be still in the process of organization, although Mr. Miller and a group of assistants have already gone to work on the mass of hearing cases. Evidence of this was seen in the handing down of some 12 or 15 proposed or final decisions—a decided increase over "normal"—during the last 10 days.

Among the estimated 600-700 broadcast cases now in hearing, the great majority—from 400 to 500, it was estimated—are AM applications and about 125 involve FM. Only a handful of television applications are in the list.

The extent of hearings work became evident late last year when the Commission prepared what was then its heaviest hearings calendar, containing 268 applications for consideration during the first three months of this year. The calendar for the next four months scheduled approximately 300 applications.

NBC VIDEO CLAIMS COMMERCIAL RECORD

TEN sponsors, advertising 11 products, used 44 hours, 13 minutes and 31 seconds of time on WNBT, NBC's New York television station, during July, establishing a new record for volume of commercial video business in any month, according to Noran E. Kersta, manager of NBC's video dept.

This reversal of position for July, usually found at the base of the annual advertising curve, indicates that advertisers are beginning to drop their hesitant attitudes about television, are getting into this new medium in advance of the anticipated increase in audience when postwar video sets hit the market.

Advertisers using WNBT during the record-breaking month and their agencies were: Standard Brands (Chase and Sanborn coffee, Tender Leaf Tea), J. Walter Thompson Co.; Bristol-Myers (Trushay), Young & Rubicam; Standard Oil Co. of New Jersey (gas and oil), Marschalk & Pratt; Bulova Watch Co., Biow Co.; Firestone Tire & Rubber Co. (institutional), Sweeney & James; Elgin Watch Co., J. Walter Thompson Co.; Waltham Watch Co., N. W. Ayer & Son; Botany Worsted Mills (neckties), Alfred J. Silberstein, Bert Goldsmith; Gillette Safety Razor Co., Maxon Inc.; RCA Victor (institutional), direct.

CBS NET INCOME UP IN 1946 FIRST HALF

CBS last week reported nearly $1,000,000 increase in its net income for the first six months of 1946 over that for a similar period last year.

The network financial report for the first half of the year was issued by the board of directors after a meeting Wednesday.

Net income for the first half of 1946 was $3,200,716, that for the similar period last year, $2,224,170. Earnings per share equaled $1.86 this year, $1.30 last.

Gross income from sale facilities, talent, lines, records, etc., amounted to $46,582,052 for the first half of 1946, $42,992,968 for the first half of 1945. Income before Federal income and excess profit taxes was $5,212,716 in 1946, $5,949,170 in the first half of 1945.

Columbia directors declared a cash dividend of 50 cents per share on class A and class B stock of $2.50 par value, payable Sept. 6 to stockholders of record Aug. 23.

Melton Signed

INTERNATIONAL HARVESTER Co., Chicago, has signed a five-year contract with James Melton as singing star and master of ceremonies of the *Harvest of Stars* program, Sun. 2:30-3 p.m. on NBC. Mr. Melton will replace Raymond Massey, starting Oct. 6 when format changes from guest stars to a stronger emphasis on music.

Kesten Resigns Post at CBS; Will Remain as Consultant

FORCED to temporary inactivity by ill health, Paul W. Kesten last week resigned as vice chairman of the board and a director of CBS.

Mr. Kesten had been absent from the network several months. In explanation of his decision to resign, he advised the Columbia board that "during the past several years of my services to the company I have been steadily overdrawing my reserves of health and energy due to persistent arthritis."

The restoration of his health, he said, required his freedom from "regular corporate responsibilities."

"As for my future plans," he said, "I hope to do some of the things I didn't have the time to do when I had the energy—or the energy to do when I had the time. I leave the close, day-by-day association with members of the CBS staff with deep personal regrets."

Mr. Kesten will continue to serve the network in a consultant capacity, it was announced.

As the wartime executive vice president of CBS, Mr. Kesten was operating chief of the network during the absence of William S. Paley, then president, who was in European war service for the OWI and the Army.

Last January Mr. Paley became chairman of the board, Mr. Kesten became vice-chairman, and Frank Stanton, who had been vice president and general manager, became president [BROADCASTING, Jan. 14]. Not long afterward Mr. Kesten retired to Arizona where he has remained.

Mr. Paley, commenting on Mr. Kesten's resignation, said he hoped that Mr. Kesten would "rejoin Columbia on a fulltime basis just as soon as he has fully recovered."

Of Mr. Kesten's service to the network, Mr. Paley said: "There is little in the progress and development of CBS during those years . . . that doesn't bear the stamp of his unusual talents."

MR. KESTEN

Mr. Kesten left Lennen & Mitchell in July 1930, to join CBS as director of advertising and sales promotion. In December 1934, he was elected a vice president; in May 1937, he became a director, and in October 1943, he was named executive vice president.

Spalding to Place

A. G. SPALDING & BROS., Chicopee, Mass., Sept. 7-8 will sponsor two broadcasts of the national tennis championship matches from Forest Hills, L. I., N. Y., on 30 stations throughout the country, aired 3-5 p. m. on both days. Agency for Spalding is Hanley, Hicks & Montgomery, New York.

Drawn for BROADCASTING by Sid Hix

"Wonder what his line charges are?"

Sponsorship by Philco Is Tempting to Crosby

BING CROSBY, the songster who's so solvent he can afford to play "try to catch me" with a number of suitors who have offered him unannounced but doubtlessly enormous rewards for crooning on behalf of their products, last week was reported to have cast a flirtatious glance at Philco Corp.

Foote, Cone & Belding, agency for General Motors Corp., had thought for months it had the inside track in the pursuit of Mr. Crosby. The agency's Vic Hunter, the crooner's personal friend, had wooed him with many a free golf game and promises of lush rewards. Now the elusive singer was making eyes at someone else.

Neither the Philco Corp. nor its agency, Hutchins Adv. of Philadelphia, would confirm or deny that negotiations with Mr. Crosby were in progress, but reliable reports from other sources indicated that they were.

WHAN, NINE OTHERS SOON TO JOIN ABC

WHAN Charleston, S. C., will join ABC Oct. 1. The network also reported it will add nine more new stations soon and issued a summary of progress made since it began operating independently in January 1942.

In both Peoria, Ill., and Charleston, W. Va., ABC will add 1000 w stations and in the following seven cities the network will add 250 w: Savannah, Ga.; Albuquerque, N. M.; Boise, Ida.; Burlington, Vt.; Pocatello, Ida.; Twin Falls, Ida.; and Santa Fe, N. M. Operating fulltime with 250 w on 1340 kc, and owned by the Charleston Broadcasting Co., WHAN will join ABC's southeastern group.

Since becoming a separate network, ABC has added 96 stations, and 53 facilities improvements in its standard broadcast facilities have been made, with the present total of affiliates now 210.

In the 300 leading markets of the U. S., ABC has added 64 stations, and power or frequency improvements have been made on 45 stations. In other markets the network has added 32 stations during the period under review, and there have been eight facilities improvements on ABC affiliates in these areas.

Schenley on CBS

SCHENLEY DISTILLERIES Corp. (Cresta Blanca Wine) starts sponsorship of *Hollywood Players* on Sept. 3, 9:30-10 p.m. on CBS. The show will feature eight movie actors and actresses who will pick stories in which they will star. List includes Bette Davis, Paulette Goddard, John Garfield, Joan Fontaine, Claudette Colbert and Gregory Peck. Agency is BBDO, New York.

Juggling of AM Assignment Unlikely

Separation Requirement Expected to Stand In Most Cases

FCC MADE IT PLAIN last week that it intends no "general reshuffling" of broadcast assignments now to provide for more AM stations.

On that ground the Commission indicated it would not lower the minimum separation requirement for assignments in the same area from the present 40 kc to the proposed 30 kc, except where new stations can be added without changing assignments of existing stations.

Otherwise it appeared after Monday's oral argument on the proposed new AM engineering standards that (1) new standards would be adopted, and (2) generally they would follow the lines suggested in the "revised draft" of proposals as worked out in the July 15-17 industry-FCC engineering conference [BROADCASTING, July 22, 29].

Delay in Domestic Use

Acting Chairman Charles R. Denny Jr. and Comr. E. K. Jett suggested the Commission might make whatever modifications it deems advisable in the proposals and then adopt the "whole document" for use in making recommendations for the 1947 renegotiation of NARBA and for use in deciding the issues of the clear channel proceedings.

But it appeared that use of the new standards in processing domestic applications would be delayed. Commissioner Jett suggested that existing standards might be followed until NARBA signatories' reaction to the new plan could be learned, but noted this would not necessarily require waiting until the present NARBA expires in 1949. Chairman Denny, noting that an "impossible" situation would result if applications filed on the basis of existing standards had to be sent back and reworked in the light of new standards, thought it might be possible to begin earlier to draw upon the new plan for points that would help improve broadcast service and yet not require re-working of pending applications.

It was made clear that formal notice would be given before new standards are put into use either in whole or in part.

FCC Chief Engineer George P. Adair pointed out that additional details of the proposed plan must yet be worked out and that he thought new standards should not be "suddenly thrown in" for domestic use.

Some decision on the final form of the standards may be announced before the end of this month. Meanwhile, no further clear channel sessions are scheduled until September, when formal proposals will be made and loose ends of the extensive proceedings will be wound up.

One of the chief objections to the revised draft of standards came from the Commission itself, directed against the plan to allow assignment of stations in the same area on channels as close as 30-kc separation (present minimum is 40 kc).

Reallocation Necessary?

"I think you're opening the door to reallocation of broadcast frequencies" in suggesting 30-kc separation, Commissioner Jett told FCC Engineer H. Underwood Graham, who presented the revised plan as it was agreed upon in the engineering conference. Reallocation, he said would be necessary in order to take full advantage of the 30-kc provision and general reshuffling would involve NARBA.

Mr. Denny said he could understand why 30-kc separation might be recommended "if we were starting over again, at the present advanced state of the engineering art." But in view of the more than 1,000 stations on the air and construction permits outstanding for others, he questioned the advisability now, particularly, he said, since some of the problems (cross-modulation etc.) which would be involved are known while the extent of benefits is unknown.

In response to a question by Commissioner Jett, Mr. Graham said the engineering conference had not considered, in the light of FM prospects, the advisability of a complete re-shuffle of the broadcast band to provide "several hundred" more AM stations.

Chairman Denny said the standard could be kept at 40 kc with a "note" that applications involving 30-kc separation will be considered if they would not require reassignment of existing stations, but that it should be made plain no general reshuffling of assignments will be permitted.

It was apparent at the oral argument, heard by the Commission *en banc*, that most of the objections to the original proposal had been eliminated in the engineering conference and general agreement prevailed on revised draft.

The proposals covered calculations of resulting interference and of urban populations served, adjacent channel ratios, computation of permissible interference to skywave service, variation of noise levels, and latitude effects on skywave interference and service, as worked out in the engineering conference and summarized in the July 29 issue of BROADCASTING.

PROPOSED new engineering standards for AM stations were aired before FCC last week with no broad, major objections voiced by radio industry engineers. FCC indicated that with some revisions the plan might be adopted for use in preparing for the next NARBA and for purposes of the clear channel hearings. Its use in processing domestic applications, however, probably would be delayed.

Mr. Graham pointed out that the new plan would give Alaska, Hawaii and Puerto Rico the status of "foreign nations" so far as assignments on Class 1-A clear channels is concerned. Thus stations in those territories could be assigned for Class 2 operation on U. S. 1-A channels if they meet the requirements imposed on Cuba, Canada and other NARBA signatories for Class 2 use of U. S. 1-A's.

When Mr. Graham noted that the distinction between Class 3-A and Class 3-B stations would be dropped, with all Class 3 outlets to be protected to the 2.5 millivolt contour (as compared with 4 millivolt contour protection for 3-B's under existing standards), Chairman Denny said two classes of regionals might still result—

(*Continued on page 80*)

Wichita Falls Won't Buy FMless Sets

KTRN Promotion Sells Texans on Many Advantages

IN WICHITA FALLS, Tex., two radio dealers each have a beautiful console-model postwar radio set and can't sell it.

The reason is that neither of the sets has FM, and Wichita Falls, because of an outstanding promotion campaign, has become one of the most FM-conscious communities in the United States.

Robertson Behind Promotion

The man who conducted the campaign is W. W. (Bill) Robertson, veteran engineer and radio executive, who will manage a new FM station, KTRN, when it goes on the air in Wichita Falls about Oct. 15. Owner of the station is the *Wichita Daily Times* and *News Record*.

Mr. Robertson, recently with NBC in Cleveland, has been in radio for 18 years and was engineer of KGKO Wichita Falls in 1930-32. Later he was in charge of construction of four radio stations in West Texas.

When his station goes on the air Mr. Robertson wants an audience. To get one he has been campaigning since February. He started in on the dealers. "If they could be sold on the idea that FM was a money maker for them," he said, "then they would put the pressure on the manufacturer to produce more FM sets and to ship a large proportion of them to territories where FM is available."

MR. ROBERTSON

Each Sunday since Feb. 11 an article has run in the *Times*, explaining FM to the public and causing customers to ask their dealers about it. Mr. Robertson's next step was to invite all the dealers in the area to a dinner at which a General Electric film "The Story of FM" was shown, and plans for KTRN explained. Drawings of the proposed KTRN studio and transmitter buildings, maps and charts of the area to be covered were used. Mr. Robertson gave a talk and answered questions.

Kept Up Contact

The film was so popular that it was later requested by and shown to the Advertising Club, the Rotary Club, the Exchange Club and the Junior Chamber of Commerce.

KTRN officials have kept in contact with the dealers, inquiring every few days on delivery of sets, and offering to help in urging manufacturers to speed them up. Dealers report names and addresses of all FM set purchasers on special forms provided by KTRN. This will give the station a mailing list for mimeographed programs to be sent out when broadcasts begin.

Articles published in the paper have asked for names and ad-

(*Continued on page 81*)

ONE of the most eager areas in the country for FM is Wichita Falls, Tex., as a result of a promotion campaign by W. W. (Bill) Robertson, who will manage a new FM station there. This article tells how he did it.

Joint Bargaining Eases Labor Woes

Southern California Achieves Success In Method

By DEAN JOHNSON

Counsel for Southern California Broadcasters Assn.

JOINT negotiations between radio stations in a given area and a given union may be the answer to your labor relations. At least, stations in the Los Angeles area have found it advantageous.

Until two years ago, the independent stations of Los Angeles conducted individual negotiations with two labor organizations, one representing announcers and the second representing technicians. As an aid understanding such a negotiation, consider the varied power of the principals:

KGER Long Beach	5,000w	full time
KFAC Los Angeles	1,000w	full time
KGFJ Hollywood	100w	full time
KRKD Los Angeles	2,500w	part time
KFVD Los Angeles	1,000w	day light
KFWB Hollywood	5000w	full time
KIEV Glendale	250w	day light
KMPC Hollywood	10,000w	full time
KXLA Pasadena	10,000w	full time
KLAC Hollywood	1,000w	full time
KFOX Long Beach	1,000w	full time
KWKW Pasadena	1,000w	full time

Although negotiations were carried on with identical unions and all stations employed people from the same labor market area, an extreme variance among contracts of the several stations developed. Terms covering salaries and working conditions varied greatly.

Stations recognized that differentials in compensation should exist. The degree of variance, however, should be determined by power, coverage, rate cards, time of operations and other related factors of the respective stations. Yet it was felt that differentials between the 12 independent stations did not reflect such criteria.

Nor was there deliberate opposition to these criteria by the American Federation of Radio Artists (AFL) or the International Brotherhood of Electrical Workers (AFL), who had for reasons peculiar to each negotiation sought or settled for varied rates for their membership at each station.

Thus to eliminate the grounds of dissatisfaction, the first step was arranged with AFRA. By it, 12 stations settled announcers' scales at once by joint negotiation. This was more than two years ago.

Joint consideration provided the first mutually satisfactory terms, effective March 1, 1944. These agreements were again the subject of negotiation in spring of this year. Again complete accord was obtained, producing an extension of earlier agreements with modification only as to salary rates extending to a term which ends on Sept. 1, 1947.

This year for the first time, mutual consideration of contracts was conducted in negotiations with IBEW. Management and IBEW have just concluded an agreement

MR. JOHNSON

covering wages and working conditions of technicians.

There are, of course, practical problems in the path of joint negotiation. The primary one is to obtain agreement among the several station managements upon a uniform approach which must precede any final agreement which will be mutually acceptable.

To this end, the Southern California Broadcasters Assn. first calls all station managers together for a joint meeting to consider first proposal submitted to the individual stations by that union. Generally, several meetings are held, attended by all members. During such sessions, union proposals are thoroughly analyzed and discussed.

At such meetings, each manager calls attention of the entire group to certain problems of operation peculiar to his style and type of station. In addition, the history of past negotiations are reviewed to uncover discrepancies of past agreements. On such matters, the entire group attempts to establish a uniform position acceptable to union and station.

When SCBA agrees upon a counterproposal a committee of three is named to deal directly with union representatives and bargain with them on terms of new agreements. By this time, the committee is fully conversant with individual problems and attitudes of all station managers and so possesses full authority to determine the shape of final agreement with union.

After meeting with union representatives and obtaining agreements on certain aspects of contract and none on others, the committee reports back to full meeting of all managers. To date, it has never been necessary for the entire group of members to meet with union representatives; instead each agreement reached has been effected by the committee meeting with the union agent.

A SOLUTION to the thorny problem of union negotiations has been found by the Southern California Broadcasters Assn. How the stations in that area have reached harmonious union relations is described in the accompanying article by Dean Johnson, who has specialized in labor relations for five years as a member of the Los Angeles law firm of O'Melveny & Myers. For the past two years he has been counsel for the SCBA. A native of California, Mr. Johnson has both academic and law degrees from Stanford U.

Such a procedure does take time, but it is consensus that this method is briefer than individual negotiations with each station. From a time angle, this method is equally desirable to the unions.

Careful consideration of conditions in one labor market area enables individual stations to develop scales in line with local conditions. Furthermore, patterns of comparable stations elsewhere in the country may likewise be studied as a satisfactory yardstick. Through careful study and resulting agreement greater amity prevails in ranks of management and labor.

One difficulty peculiar to nego-

(*Continued on page 82*)

Bulova Plans to File for Sale of WOV

Application for WNEW Facilities Dropped By Paulists

PETITION for sale of WOV New York by Wodaam Corp., licensee, to an undisclosed purchaser will be filed with the FCC within a fortnight, Arde Bulova, majority stockholder, testified last week during hearing on the renewal of license for WNEW New York, which he also controls.

His disclosure came shortly after John J. Sirica, Washington, counsel for the Missionary Society of St. Paul the Apostle, New York, announced he would file motion to dismiss without prejudice the Paulist Fathers' petition for a construction permit for the facilities of WNEW [CLOSED CIRCUIT, Aug. 5]. Mr. Sirica filed the formal motion on Thursday.

FCC Likely to Wait

Pending before the U. S. Court of Appeals, 2d District, Brooklyn, is an appeal of Murray and Meyer Mester, Brooklyn oil merchants, from a Commission decision denying transfer of control of WOV to the Mester brothers [BROADCASTING, July 1]. Whether the FCC would act on any new application for transfer of WOV pending outcome of the appeal was problematical, although informed circles pointed out that under the new FCC "auction" rules, the sale would have to be advertised for 60 days and the court may hand down a decision within that time.

Commission sources said, however, that the FCC likely would honor the appeal, electing not to accept any new applications for transfer while the WOV-Mester case is in litigation.

In announcing his intention to withdraw application of the Paulist Fathers, Mr. Sirica read into the record a letter dated Aug. 2 from Rev. James F. Cunningham, CSP, superior-general of the Paulist Order, requesting him to file motion for dismissal "without prejudice."

Pointing out that the Paulist Fathers have had a "change of administration" within the past six weeks, Father Cunningham said: "Upon mature consideration and in view of other undertakings we have already accepted, which undertakings were not contemplated at the time we filed application to own and operate a full-time radio station, it has been decided that you be requested to withdraw our application for a hearing now pending before the FCC . . . We wish to withdraw from this activity as the present administration does not feel itself in a position to successfully prosecute the case or commit itself, at this time, to the financial outlay involved."

When he presented Father Cunningham's letter Mr. Sirica told FCC Examiner J. Fred Johnson that when he entered the Paulist case in April 1945 "I felt the Paulist Fathers had a real case against Mr. Bulova," adding, "I am more convinced at the present time that the Paulist Fathers have a very strong case, but in view of the action taken by my client, there is nothing I can do but withdraw."

Mr. Sirica was general counsel of the House Select Committee to Investigate the FCC and participated in an investigation of the 1937 sale by the Paulist Fathers of WLWL New York to Mr. Bulova.

Mr. Sirica asked Harold Lafount, official of the Bulova radio interests: "Are you the same Harold Lafount who, in the WORL decision, the Commission said was guilty of 17 misrepresentations of fact and refused to renew the license of WORL?" On the stand Mr. Lafount testified he was. John McCoy, FCC counsel, moved that the Commission take judicial notice in the WNEW renewal pro-

(*Continued on page 82*)

WHO GETS A 9.5 MORNING HOOPERATING IN 11 IOWA CITIES!

(THAT'S A 46.7 "SHARE OF AUDIENCE"!)

Everybody knows that "WHO does a good job in Iowa". But HOW good? To get the facts, WHO had Hooper survey *eleven* Iowa cities, ranging from 30 to 146 air miles from Des Moines, making a comparison of these cities with the regular C.M. Des Moines report. Seven of these "outside zone cities" have their own local stations. PROVED—that WHO, even at its lowest point, gets a *minimum* of 40.9% of this "outside zone" audience—and from there the WHO share of audience goes all the way up to 68.6%! Here are the summaries for the eleven-city "outside zone":

	WHO		OTHER NBC		ALL CBS		ALL ABC-MBS		ALL OTHERS	
	Rating	Share of Aud.	Rating	Share of Aud.	Rating	Share of Aud.	Rating	Share of Aud.	Rating	Share of Aud.
8 AM to NOON Mon. thru Fri.	9.5	46.7	..	0.2	3.4	16.9	6.6	32.4	0.8	3.8
NOON to 6 PM Mon. thru Fri.	11.8	51.5	0.2	1.0	3.8	16.5	6.2	27.0	0.9	4.0
6 PM to 10 PM Sun. thru Sat.	22.3	54.0	0.3	0.9	6.0	17.3	5.9	17.0	0.4	0.8

If you are interested in *Iowa coverage*, you ought to have a copy of the complete Hooper Report. We will gladly send you one—or ask Free & Peters.

WHO

+ *for* Iowa PLUS +

Des Moines . . . . . 50,000 Watts

B. J. Palmer, President . . . . J. O. Maland, Manager

Free & Peters, Inc., National Representatives

Petrillo Brief Date Moved to Aug. 15

POSTPONEMENT until Aug. 15 for filing supporting briefs in his motion to dismiss charges of violating the Lea Act was granted last week to James Caesar Petrillo, president of the American Federation of Musicians.

Mr. Petrillo originally had been given until Aug. 5 to file briefs in support of his motion for dismissal and the Government was given until Sept. 9 to reply [BROADCASTING, July 22]. Under motion granted last Monday by Presiding Judge William Campbell in Federal District Court, Chicago, the music czar has until Aug. 15 to file supporting briefs and the Government until Sept. 19 to reply.

More Time Needed

David Katz, counsel for Mr. Petrillo, said additional time was needed to complete the defense contention that the Lea Act is unconstitutional on at least three points—that it violates the First, Fifth and Thirteenth Amendments to the Constitution.

After the Government reply is filed Sept. 19 the court may designate the case for oral argument, then hand down a decision. Should the dismissal motion be upheld the Government is expected to take the case direct to the Supreme Court on a constitutional issue, inasmuch as defense has admitted facts.

A bill of criminal information, charging the union chieftain with violating the Lea Act in his strike against WAAF Chicago, was filed June 10 by J. Albert Woll, U. S. District Attorney for the Northern District of Illinois [BROADCASTING, June 17]. When the case reaches the hearing stage Attorney General Tom C. Clark will assign a special assistant Attorney General to represent the Government [BROADCASTING, July 22]. Mr. Woll is the son of Matthew Woll, second vice president of the American Federation of Labor, with which the AFM is affiliated.

CIO TEXTILE UNION ORGANIZING RADIO

NEW union entered the broadcasting field last week when the CIO Textile Workers Union of America secured a 9-3 vote of employes at WBTM Danville, Va. The vote covers all but executives and supervisory employes, and includes all departments.

Vote was conducted under supervision of National Labor Relations Board. The textile union has not heretofore been active in the broadcasting field. It is especially strong in the textile areas of the South and claims a membership of 450,000.

Word that the union was interested in organizing WBTM was first heard a few weeks ago [BROADCASTING, July 15].

300 Press Wireless Employes Strike, Other Workers Continue Operations

A NATIONWIDE walk-out by more than 300 employes of Press Wireless Inc., worldwide radio communications agency, began last week. The workers are members of the American Communications Association (CIO). Their move resulted from what a union spokesman described as a lack of willingness on the part of the company to arbitrate differences arising since the end of the war.

By the end of the week no move on the part of the company or the union toward reaching a settlement had been announced. The union evidently expecting a long strike, had a war chest of $50,000 and from the other communications unions in the country came the promise of a 5% assessment on members' wages to aid the Press Wireless workers.

Claims Differ

Although the union claimed by the end of the week that company facilities had been slowed down as much as 50%, company officials said their national offices were working at about 80% of normal efficiency. The company said it had pressed into service clerks, stenographers and other general office help to fill the breach. Executives and supervisory workers were also operating Press Wireless equipment.

The men and women of ACA left their jobs at Press Wireless when a dispute between the union and the company arose over the company's decision to release 46 union employes, amounting to about 20% of the staff in New York and to institute job reclassification which the union charged would have brought wage cuts to about 50% of the remaining workers.

Other Unions Help

The ACA claims the support of Western Union telegraph CIO workers, the New York Newspaper Guild, and other unions. These unions were said to have agreed not to handle Press Wireless copy. ACA is awaiting word from France's cables and wireless workers, and from similar groups in Britain, as to what action they will take to support the strikers.

Federal Conciliator Frederick A. Knowlton, who unsuccessfully tried to avert the walk-out on Tuesday evening, had suggested the deadline for the discharges be delayed a few days in hope that arbitration would solve the problem. The company insisted that 12:01 a.m. Wednesday deadline be kept, saying it had already moved its lay-off deadline up two days from Monday. Wednesday morning the workers moved out of the Press Wireless buildings and immediately began picketing.

HOPE SEEN FOR END TO STRIKE AT WOAI

HOPE for early settlement of the AFM strike at WOAI San Antonio was held as the musicians' union went into the second week of its walkout. This hope, heard in broadcast circles, was based on the fact that the AFM is understood not to require from other stations the right to approve nonunion musical programs in advance.

The closed shop issue affects hillbilly acts as well as military, school and similar organizations. The local has asked the right to approve such programs on WOAI in advance. WOAI is understood to desire a clause in the contract covering its responsibility to the FCC and Federal, State and local laws but the union objects to such a provision.

WOAI has continued its NBC and Texas Quality Network programs but has used no live local music during the strike, substituting transcriptions and recordings.

All's Fair . . .

SINGING weather man commercials, "Fair and Warmer" and "Fair and Milder" were still getting a tough workout over WHOT South Bend, Ind., last Monday as the drought-stricken locality headed into its 37th consecutive rainless day.

Armed Men Guard WLAR During Riot

PUBLIC service worked both ways in Athens, Tenn., during election rioting in that city [BROADCASTING, Aug. 5], when dozens of armed civilians turned out to protect the transmitters and studios of WLAR when it was rumored that ousted politicians were going to attempt to recapture the city. The new station had been on the air all through the night as veterans stormed the jail, and had helped the new local government disseminate orders.

Licensed less than a month before the rioting, WLAR was located across the street from the voting precinct where trouble started. The main excitement at the county jail was within 100 yards. Chuck Redfern, manager, and Jim O'Donnell, program director, were aided by Neal Ensminger, manager of the *Daily Post-Athenian*. Mr. O'Donnell operated recording equipment within 50 feet of the firing line, with Al Jones as engineer. Gunfire, shouts and bombing could be heard clearly.

During the emergency session of the McMinn County Court WLAR had remote lines in the court room, enabling citizens to hear the proceedings that put the newly-elected G. I. sheriff into office.

"Such public service could not have been possible with government radio," Manager Redfern reminds. WLAR fed WNOX Knoxville, WGAC Augusta, Ga., and Mutual during the rioting.

Chicago Directors Guild Requests $100 Base Pay, Plus Fees of Net Stations

DEMANDS covering minimum wage pay and conditions surrounding contracts between employes and employers were presented Tuesday to the NBC Central Division by the Radio and Television Directors Guild of Chicago.

The Guild, an independent organization headed by Burr Lee, Chicago actor-director, met with I. E. (Chick) Showerman, NBC Central Division vice-president and general manager, to discuss proposals similar to those made earlier to WBBM-CBS [BROADCASTING, Aug. 5].

Base Pay $100

Among the conditions it asks to be recognized are autonomous membership of all NBC directors and producers, and a base pay of $100 per week. In addition, the guild asks minimum fees for commercial programs as follows:

Local commercial — Half-hour $50; quarter-hour $25; quarter-hour, five-weekly, $20; five minutes $15; five minutes, five-weekly $10.

Network commercial — Half-hour $100; quarter-hour $50; five minutes $25.

The union said such fees were not to include news programs, ETs, local or regional cut-ins, partial originations or spot announcements.

The guild also asked for pay increases of 10% for each year not to exceed five years, three weeks vacation with full pay and sick leave. If the network is forced to dismiss a member, four weeks advance notice must be given, or four weeks pay in lieu of notice.

Officers of the local directors guild, which Mr. Lee said numbers 65 members, include Lyle Barnhart, CBS, vice-chairman; Ben Lateau, NBC, secretary-treasurer, and the executive board members Harry Dubeck, NBC; Herb Futran, freelance; Herb Howard, WLS, and Phil Bowman, J. Walter Thompson Co.

Mr. Lee said notices had been sent to CBS, ABC and NBC that staff directors and producers had voted to recognize the R&TDG as an exclusive bargaining agent. CBS last week called on the NLRB to conduct a vote among network employes which was won unanimously by the guild. No such request is expected to be made by NBC, it was understood.

Sandbags

When the Ohio River starts on a rampage, whole villages pile out to fill in the levee to keep the river away from their door. It's panicky stuff . . . and every time someone asks why something can't be done about it.

There's a lesson for business in that picture. When the flood of competition starts to rise above the old high-water mark . . . don't start then to sandbag him. Be ahead of him . . . don't let him get out of hand first.

In Baltimore we've helped a lot of smart advertisers keep ahead of competition. We've helped them reach the greatest number of radio listeners at the lowest cost, for years. Our station is W-I-T-H . . . the successful independent in this big five-station town. Put W-I-T-H to work now . . . and you'll be ahead of the game. Facts prove it.

W·I·T·H

and the FM Station W3XMB

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Entire West Is Enjoying Industrial Vigor

Whole Area Closely Knit; Economic Activity Reaches High Level

By ROBERT J. McANDREWS
NBC Western Division Advertising & Promotion Manager

IN OREGON 1,296 new business concerns were licensed in the four-month period, November 1945-February 1946. That report from the office of the Governor indicates the economic vigor of the state. Expansion rests on the permanent base of lumber, fish and agriculture. Oregon has the largest remaining stand of timber in the United States. In its Columbia River Basin, which includes parts of southern Washington and Idaho, are 450,000,000 board feet; 8.1 billion feet were cut in 1944, more than in any other region of the country. New methods of salvage are making even cut-over lands productive. Agriculturally, the State has one especially pregnant index of market stability: 85% of its 64,000 farms are owner-operated. Gross farm income is $289,343,000 (*Sales Management*).

Lumber Capital

As a market, Oregon has 1,214,226 civilians (Dept. of Commerce, 1944) with an effective buying income of $1,746,808,000 ($1,295 per capita) and retail sales of $879,753,000.

Population has increased 11.4% since 1940. Bank deposits total $929,000,000 (*Sales Management*).

Wartime industrialization centered in Portland, where 888 new factories located between November 1945 and February 1946, lured largely by the cheapest industrial hydroelectric power in the nation. Earmarked for 1946 is $32,500,000 industrial construction in the city alone. In communities like Roseburg, Longview and Eugene an actual labor shortage is reported.

Literally the lumber capital of the world, it is the focal point of the growing plywood industry. The Commission of Public Docks has just obtained wharfage property capable of handling for shipment 32 million feet of lumber.

Fifty-eight per cent of all Portlanders own their own homes. Retail sales to these 398,900 residents (*Sales Management*) were $376,155,000 in 1944. The Chamber of Commerce estimates them at a still higher alltime peak in 1945, with no decline after V-J Day. And December 1945 topped December 1944 by 10%.

In national advertising, Oregon offers Jantzen swim suits, Iron Fireman furnaces and many others. In regional advertising it is the home of such network radio clients as Tillamook Cheese and Neighbors of Woodcraft Insurance.

WASHINGTON

Shipyards and planes yesterday, Alaska and the Orient tomorrow symbolize western Washington economically. Perennial agriculture and the power of Grand Coulee symbolize the eastern part.

The Dept. of Commerce estimated 2,055,378 civilians in Washington in 1944—18.4% more than the 1940 census. *Sales Management* says they made $3,048,000,000 that year ($1,483 per capita), $472,979,000 of it from the farm, and spent at retail $1,500,644,000. Bank deposits totaled $1,603,000,000 (Federal Reserve).

Washington farms are 67.1% electrified while the national average is only 32.6%. Farm customers there use 2,538 kilowatt hours annually, more than double the national average. Two and one-half billion pounds of milk come from Washington. So do 7 billion board feet of lumber and 1,250,000 tons of wood pulp, one-tenth of the nation's supply (more than that contributed by any other state). Pulp and paper payrolls jumped from $4,800,000 in 1927 to an estimated $30,000,000 this year.

Washington's business is concentrated in the Puget Sound coastal section. Within a 50-mile radius of Seattle are a million consumers with 65.39% of the State's effective buying income and a per family average of $4,789—104% bigger than the national figure. Seattle itself had a 1944 population of 480,000; Spokane, 155,000; Tacoma, 142,000.

Boeing, the shipyards, and other factories which put the city in the top two-score of WPB wartime manufacturing areas are still producing or reconverting.

Big Food Industry

Food processing is big and growing bigger. Washington state apples are a multimillion dollar industry and a national advertiser, 28,000 carloads, one-fourth of the nation's crop, originate there annually. Yet the orchards are second in value to the huge wheat crops of eastern Washington. Pictsweet Frozen Foods is an expanding newcomer. Lynden canned chicken, Brown and Haley candy, Olympia and Sick's beers, Albers Milling and Fisher flour are heavy r[e]gional advertisers. Turkey popula[tion] is 1,248,000—second only t[o] California.

Under way between Seattle an[d] Tacoma is a $10,000,000 airport, third largest in the country. Sear[s] Roebuck has started a $1,500,00[0] Seattle store. Marshall Field is e[x]

This article is the third and la[st] of a series on the Western marke[ts] by Mr. McAndrews. It covers Ore[gon], Washington, the Pacific South[west] and Mountain States. Othe[r] articles appeared in the July 2[9] and Aug. 5 issues.

panding $5,000,000, and the tele[phone] company is plowing $14,000,000 into new business.

Over in the Spokane "Inland Em[pire]" country, Henry J. Kaiser ha[s] been granted a lease to operat[e] two huge aluminum plants built b[y] the Government for Alcoa operatio[ns] during the war. Swift has just pu[r]chased a big local packing plan[t] not far from its competitors, A[r]mour. Two billions of Governme[nt] money produced plutonium at th[e] Dupont Hanford plant. And the B[o]

(*Continued on page 74*)

Hearing May Mean New FCC Policy

Nonconflicting Applicant To Be Heard With Others in Area

LOOKING for policy implications, broadcasters are watching closely FCC's designation of a non-conflicting application for a new AM station for hearing with two mutually exclusive applications for the same area.

The Commission's action, ordered on a 3-to-2 vote, put Tri-Suburban Broadcasting Corp.'s request for 1050 kc at Silver Spring, Md. into hearing with those of United Broadcasting Co. and Arlington-Fairfax Broadcasting Co. for 1390 kc at Silver Spring and Arlington, Va., respectively. All three seek daytime-only operation with 1 kw and would serve the suburban areas around Washington, D. C.

FCC sources said it was a case of three applications for two frequencies to serve the same general area, and that the majority felt public interest would be better served if the Commission determined on a comparative basis which two of the three applicants were better qualified for the two available assignments.

They contended no "precedent" is involved, arguing that similar procedure has been followed in some half-dozen other cases, particularly where 250-w locals are sought, with the facts of each case serving as a basis of determining whether such a policy should be followed.

But Tri-Suburban, noting that its qualifications as a licensee could hardly be questioned since FCC has granted it a conditional FM construction permit, filed a petition noting specific cases in which the procedure was not followed. The petition, asking for reconsideration and grant of the Tri-Suburban application, declared that otherwise establishment of broadcast service for Silver Spring will be delayed "at a time when it is vitally needed" and added:

Distribution Retarded

"If the same policy is followed in similar situations throughout the U. S., an equitable distribution of radio facilities will be retarded since it would not be possible to grant without a hearing a pending application when there is also pending in the same or nearby community any other application for any other frequency."

FCC Acting Chairman Charles R. Denny Jr. and Comr. E. K. Jett voted to grant the Tri-Suburban application. They were understood to feel that in the Arlington-Silver Spring case a comparative consideration of all applications was not necessary. Voting for the designation were Comrs. Clifford J. Durr, Rosel H. Hyde and Paul A. Walker. Comr. Ray C. Wakefield is on the West Coast conducting hearings.

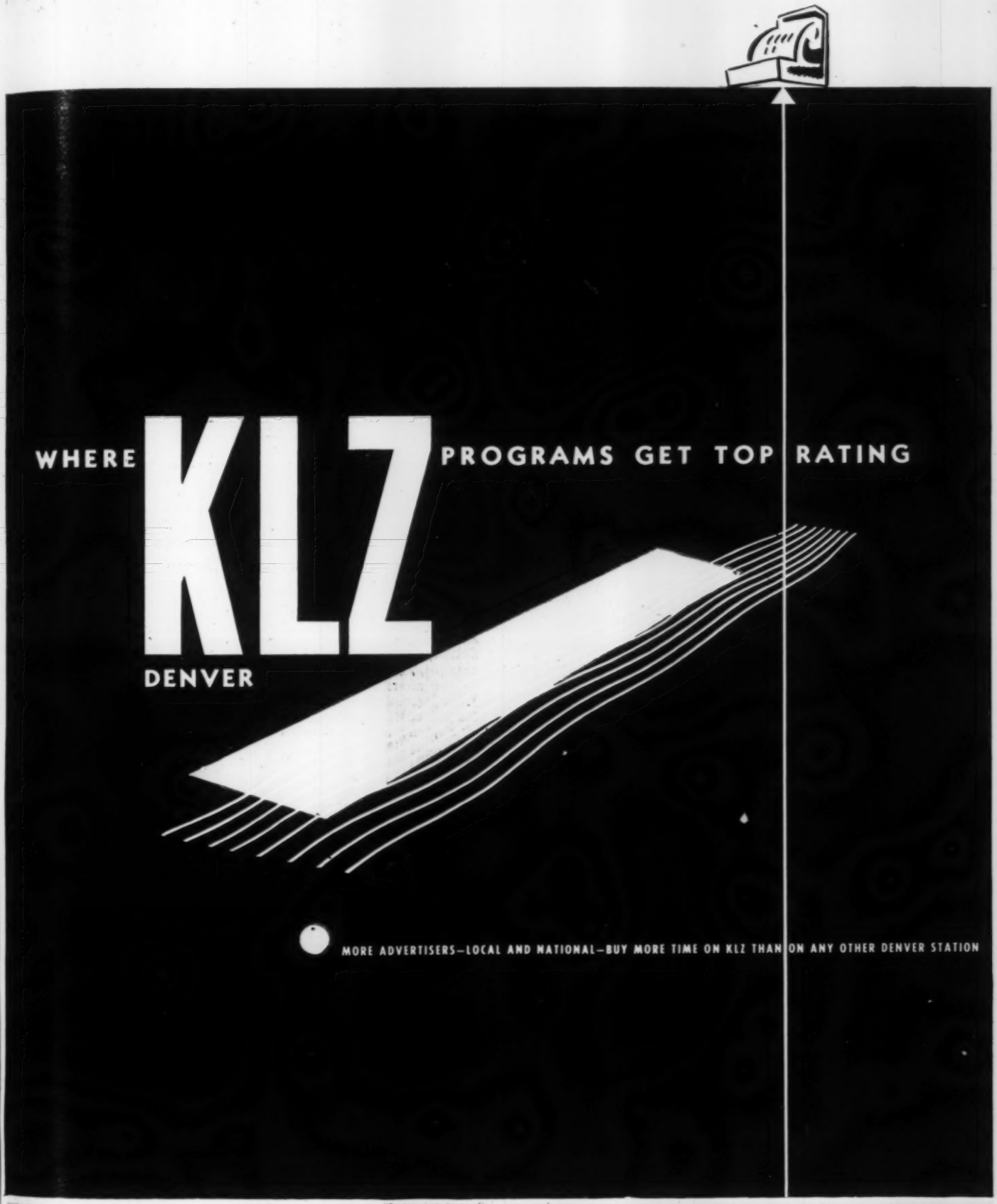
"Oldest" application of the three is United Broadcasting's, which was first in September 1945. It has been amended four times as to frequency—from 670 kc to 690, then to 810, next to 1190 and last to 1390 kc—and was designated for hearing with the Arlington-Fairfax application on July 18. United is headed and principally owned (99%) by Richard Eaton, publisher of *Newsdigest* and ex-ABC commentator.

The application of Tri-Suburban was filed in Feburary 1946 and designated for hearing with a Baltimore application. It was removed from the hearing docket on the Commission's own motion after the Baltimore applicant petitioned to request another frequency. Tri-Suburban is principally owned by John W. Kluge, formerly with a wholesale paper company, who is president and owns 54%, and Joseph L. Brechner, Veterans Administration radio director, who is sec

(*Continued on page 92*)

Collier's Spots

CROWELL-COLLIER PUBLISHING Co., New York (*Collier's* magazine), in latter July for 13 weeks started three spot announcements weekly on 61 stations in 14 markets throughout the country. The agency is Arthur Kudner Inc., New York.


WHERE KLZ PROGRAMS GET TOP RATING
DENVER
MORE ADVERTISERS—LOCAL AND NATIONAL—BUY MORE TIME ON KLZ THAN ON ANY OTHER DENVER STATION

CBS—560 KC.—AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY

Fulton Lewis, jr.

"Congratulations . . . it's Mutual"

Says The City National Bank & Trust Co. of Columbus, Ohio: "We have sponsored the Fulton Lewis, jr., program since July of 1942 (over WHKC) and hope to continue. We believe this is evidence enough that we think this program has been of value in our promotional work." *Says* Erwin, Wasey & Co. (Okla. City Office) to KOCY, "The fact that our client, Oklahoma City Federal Savings & Loan Assn., has used the Fulton Lewis broadcasts month in and out for more than 5 years in the face of many changing conditions in the home loan financing field, is an indication of the value this agency and the client attach to Mr. Lewis' ability to get and hold a sound and responsive audience." *Says* the Gillham Agency, Salt Lake City, ". . . Never before has a radio program been mentioned so frequently by customers and prospective customers of this client (First Federal Savings & Loan Assn. over KALL)."

Scores of letters like these attest the fact that Fulton Lewis, jr., SELLS . . .

AND HE'LL SELL YOUR PRODUCT, TOO!

He's available for local sponsorship in a few choice markets. Wire, phone or write for complete information.

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
CO-OP
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

Twice Missing, Bell is Back After 19 Years in Orient

By MARY ZURHORST

IT TOOK two atomic bombs to get Mutual's Don Bell back to the States after 19 years of covering the Orient and the Pacific. With the exception of one short visit in early 1945, he has been away since 1927, and is probably the only network correspondent twice reported missing—and twice come back to tell his story.

Mr. Bell

"It will take a while to get reacquainted with the people in the U. S.," he said while visiting WOL Washington after his return. "I want to know what they are thinking, if they are becoming engulfed again by local, internal problems, or if they have become aware of their place in the world—and their importance to the other peoples of the world."

His last assignment before flying back was coverage of the two atomic bomb tests at Bikini. He will probably stay in the U. S. for the present.

Regal Trophy

Despite the fact that he has had one of the most colorful—and dangerous—careers of any network correspondent, he is a remarkably modest, almost reticent man. For example, he had smoked three or four cigarettes from his woven grass cigarette case when asked if the case came from the Philippines.

"No," he smiled. There was a pause, and then he said quietly, "It was given to me by King Juda."

King Juda is the Harry Truman of Bikini.

Don Bell of Hutchinson, Kan., covered China for a number of years as an NBC correspondent and newspaper man. He has interviewed Chiang Kai-shek and Madame Chiang several times, along with other officials in the Orient. In 1938 he went to Manila and became news and special events director of KZRH. He was also NBC correspondent there.

On Dec. 9, 1941 he was at Nichols Field near Manila when the Japs bombed that field. For excellence of his eye-witness reporting he was awarded the Headliner's Award for 1941.

"The Army told me to wait around after that," he said, "and stay on the job until there were no more facilities for broadcasting. I was to take over as the 'Voice of Freedom.' But the general who had my orders in his pocket was killed, and in a few days we blew up all the radio equipment so the Japs couldn't use it. They were getting closer, and there was nothing to do but wait. Then they came."

With his wife and two children he was interned in Santo Tomas prison camp, along with Bert Silen, KZRH general manager, also an NBC correspondent. "The natives smuggled communications equipment to us," he said, "and before long we had a PA system going that covered the camp. The Japanese officer who was our censor knew very little English, so we got a lot of messages across right in front of their ears.

Pun Fooled Japs

"I'll never live down the message I read when we heard—through our own underground—that the Army had landed at Leyte. We subtly brought into the script, 'better Leyte than never.' Only in the written script it was 'late' and the Japs never noticed. Another device was to question the Japanese with some of our underground information, get vehement denials from them, then report, 'It was denied today that the 37th Division landed at 5 a.m. this morning at Linguayen Gulf.' And the whole camp would know it was true."

The Jap had a price on his head. But he was registered under an "assumed" name—his own real name, Bebiel. His captors were never the wiser though practically the whole camp knew the secret.

He was in the camp "three years, one month and one day," and immediately upon liberation went back into the fight, this time as a Mutual correspondent.

When he heard of a Navy bombing mission taking off, he arranged to go along. The plane was shot down over China and for 11 weeks he tramped through the desolate mountains. Aided by Chinese guerillas he finally returned to civilization.

Flown for Treatment

The experience left him in pretty bad shape physically, so he was flown—around the world and across the Atlantic—to the States for hospital treatment. Enemy installations in the Pacific made the long way home necessary.

In six weeks he was back in the Pacific, after sandwiching in coverage of the first UN conference in San Francisco. He had been covering the occupation of Japan until the time of the Able and Baker atom tests at Bikini.

In all his experience he says his favorite story is one that came out of his home town. "After I came back last year," he says, "I was given a big party—and some cash—out at WGN Chicago. On the train en route to Hutchinson, Kan. someone came into my room and took practically every cent I had. That night at a dinner for me they introduced me with, 'Eighteen years ago Don Bell left Hutchinson with not a nickel in his pocket. Now he has returned . . . with not a nickel in his pocket'."

SALES for your product and the famous, fighting King Salmon have things in common . . . both abound here in the Seattle-Puget Sound Country . . . they're big, and both respond to the most attractive appeal.

The big sales are here because income in this concentrated sales pool is far above the national average. More than a million people live here . . . with total effective buying income of TWO BILLION DOLLARS. People here are responsive to advertising, and particularly to KOMO . . . the accepted, appealing, *exclusive* voice of NBC in the Puget Sound region. *RESULT . . . for KOMO advertisers: SALES . . . KING SIZE!*

KOMO

for SEATTLE AND THE PUGET SOUND COUNTRY

65% of Washington State's dollars is spent in this pool—the KOMO effective Merchandising Area

WASHINGTON STATE

National Representative: EDWARD PETRY & CO., INC.
NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES DETROIT ST. LOUIS

Another Engineer Speaks His Mind

WTCN-FM Technical Director Reviews FM Argument

By JOHN SHERMAN

Technical Director and Chief Engineer of WTCN, WTCN-FM Minneapolis

I HAVE just reread the article "Engineer Presents FM's Other Side" by Homer A. Ray, chief engineer of KIRO Seattle [BROADCASTING, July 22]. I admire Mr. Ray's effort to settle the seemingly disputable points left up in the air about FM by the recent utterances of Major Armstrong and Mr. Shouse. I am encouraged to speak to underscore most of the points made by Mr. Ray and in justice to "the FM System" of broadcasting, to emphasize an advantage or two of "the FM system" perhaps inadvertently overlooked by Mr. Ray and which should be included in any FM story.

The general criticism that I would like to make of most of the "pro" or "con" articles concerning FM or television is that it sometimes makes a difference from where the author sits at the time of writing. By this I mean, if the author has wide AM coverage as a class I or II or a low frequency regional station he may not be very warm to the installation of an FM station.

On the other side of the ledger, if the author is concerned about the limitations of AM area coverage, particularly at night, of a high band regional or local broadcast station or hopes that the public will soon enjoy the improved FM reproduction characteristics, he may find advantage in the "FM system" otherwise overlooked. I would like to see all such articles review the "whole truth" or at least as much of the complete story as we now know it.

JOHN SHERMAN left the controls at WTCN in 1942 to join the AAF. Released as major last October, he served as communications and radar officer in the Office of the Assistant Chief of Air Staff Operations. He was at one time district FCC inspector, with headquarters in St. Paul. He is a recognized expert.

Mr. Sherman

Mr. Ray asks whether the building of a "powerful FM station is the right thing to do from a business viewpoint." In this regard, may I refer to Section 303 of the Communications Act of 1934, as amended, paragraph (g). This paragraph is under the title of *General Powers of the Commission* and states that ". . . . the Commission from time to time . . . shall—

> "(g) Study new uses for radio, provide for experimental uses of frequencies, and generally encourage the larger and more effective use of radio in the public interest."

The FCC has adopted FM rules and standards as well as television rules and standards only after much successful experimental and developmental work had been accomplished in these fields. By so doing, it is obvious that the FCC was carrying out the mandate of the Act. We need only remember the statements of Paul Porter at the IRE Winter Meeting in New York in January or the recent FCC warning that FM construction must move [BROADCASTING, July 29] to be sure that FM is really here and the public interest is going to be served by FM broadcasting stations.

I agree with Mr. Ray that the frequency response of the progressive and maintained AM stations is better than the 30-10,000 cps. required by the AM standards. However, I do not agree that even a good minimum of the percentage of the AM radio receivers in use today are anywhere near flat to 5000 cps. Besides tests which I have made on the better AM receivers may I refer to a letter which I recently received from one of the

(*Continued on page 76*)

FM IS IN THE NEWS. Latest controversy started when James Shouse, Crosley vice president in charge of broadcasting, told a group of publishers to approach FM with caution. It's financially risky now, he told them, and will probably not replace AM [BROADCASTING, June 17]. Prof. Edwin H. Armstrong, FM inventor, countered with quotes from leading musicians —"men most qualified to pass judgment"—praising FM. He stated his opinion of the technical superiority of the new system [BROADCASTING, July 1]. Then Homer Ray, chief engineer of KIRO Seattle, took issue with both. The answer to good reception, he said, is the receiver. In a good console model receiver, said Mr. Ray, there is little or no discernible difference between AM and FM [BROADCASTING, July 22]. Now John Sherman acts as "moderator," in attempting to present overall picture on both AM and FM.

Newport News
OCEAN VIEW
CAPE HENRY
NORFOLK
VIRGINIA BEACH
Portsmouth
Suffolk
NORFOLK
WTAR
Here's where your Sales are Creamy Profits are Fat
. . . because in the Norfolk Metropolitan Market WTAR does the nation's top job of Audience Delivering
Analyzing the nation's Hoopers (Oct.-Feb., '45-'46) The BILLBOARD's April 20 issue reported WTAR away out ahead of the national network average 16 times: said:
"amazing picture of what a station can deliver"
". . . shows its heels to ALL station leaders . . ."
"until better Hooper report cards are written WTAR's tabbing will stand beyond a shadow of a doubt"
. . . and that is Audience—and Sales—Delivery! It means one-station, one-cost control of a major metropolitan market ALSO away out ahead in quick sales potential.
WTAR
Let us tell you more about this top-value media-market team
NBC NETWORK
5000 Watts Day and Night
National Representatives: Edward Petry & Co.
NORFOLK, VIRGINIA

"Esquire Fashion Parade"

Here at last is a show to land that hard-to-get men's wear sponsor on the dotted line!

A great new 15 minute weekly transcribed program, specially built by Esquire to make your sponsor the dominant men's wear radio advertiser in his market.

Starting first week in September, sponsorships going fast — *Quick Action Urged*

Preliminary announcement to stores all over the country brought enthusiastic response and the first show will hit the air in September with a large list of sponsors. *But*—sponsorship is still open in certain markets, large and small. ***Don't wait!*** Grab this show now on exclusive basis with full protection for your client. Send for complete details, price and audition platter today. Phone, wire or write

Byron A. Bonnheim, *Radio Director*

Esquire

919 N. Michigan Ave., Chicago, Ill.

A radio show as outstanding as Esquire itself—a show that only ESQUIRE could create—tied-up with a terrific ESQUIRE selling, merchandising and promotion job. Every one of these programs sparkles with entertainment—top-flight music . . . instrumental, vocal . . . always different . . . always the best. And guests! The biggest names in the country . . . from the screen . . . radio . . . stage . . . from the fashion world and the sports world . . . names that mean LISTENING . . . will parade through your market week after week on the ESQUIRE FASHION PARADE. And to tie in with your sponsor's merchandising . . . an up-to-the-minute fashion review every week by O. E. Schoeffler, ESQUIRE'S famous Fashion editor.

Sold at a price your client can afford

It's big name, big time radio—at local radio prices—a network calibre production no competitor's local program can possibly match. Backed by the magic of Esquire authority, it means sales, and more sales—prestige and more prestige. . . at a cost *any* sponsor will grab at!

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IT'S A HIT!

THE ORIGINAL
WWVA
RADIO JAMBOREE

★ Nearly a million fans (932,500) have paid to see America's most imitated Hillbilly Program . . . millions more listen every Saturday night . . . *IT'S A HIT!*

★ 204,202 pieces of COMMERCIAL mail in one year is convincing proof of listener audience response! Over 100,000 listeners bought WWVA Jamboree Song Books by mail! *IT'S A HIT!*

★ Since 1933 over 300 famous Hillbilly entertainers have appeared on this great show . . . proved favorites of WWVA's vast listener audience . . . . Now reaching more friends each week through WWVA's powerful 50,000 Watt voice!
IT'S A HIT!

Get HEP to this HIT!

SOME CHOICE SPOTS STILL OPEN
SEE A
JOHN BLAIR MAN
TODAY!

THE ORIGINAL WWVA RADIO JAMBOREE
IT'S A HIT!

WWVA
WHEELING, WEST VIRGINIA
50,000 WATTS

Program Previews Arranged by CBS

Promotion Kit Is Developed; Time Shift Emphasized

CBS will preview its 1946-47 program schedule Sept. 22 and 29 with two 90-minute broadcasts, Sun. 3-4:30 p.m. Thomas D. Connolly, CBS director of program promotion, said the Sept. 22 broadcast will be on daylight saving time, with the second, on the first day of standard time, enabling stations to emphasize the time switch during the intervening week.

Entitled *The Biggest Show in Town*, the programs will inform stations and listeners of the stars and programs to be presented during the fall and winter seasons. One show is scheduled to come from New York with the other from Hollywood, featuring CBS entertainers from both the East and West.

Promotion Plans

Special promotion kits are being sent to CBS stations, including photographs of performers, stories, and newspaper ads and mats. A complete campaign of promotion material is being prepared for programs to be heard regularly on CBS during the 1946-47 season. The campaign will be in three sections, evening sponsored programs, daytime sponsored broadcasts and sustaining programs.

A book of local announcements, and three books listing the 1946-47 CBS shows chronologically, by days of the week and time of day, starting with Sunday, will be included, with illustrations and descriptions of each show. A manual of information, stating the project's objectives, describing the material and telling how to use it, will complete the presentation kit.

Petri Wine May Drop 'Sherlock Holmes' Show

PETRI WINE Co., San Francisco, may not resume sponsorship of the package, *Sherlock Holmes*, 8:30-9 p.m. on MBS scheduled to start Sept. 2.

Current contract with MCA requires company to sponsor 13 weeks of the show, but the agency, Young & Rubicam, has notified MCA that if it can sell the package to another sponsor it will suspend its rights to the show. Agency contends that show is a good property, but since Y&R has built its own summer replacement, *Gregory Hood*, at a much cheaper price, it would prefer continuing with that show.

Sherlock Holmes costs about $5,000 while the *Gregory Hood* runs about $2,600. If MCA does not sell the package to another sponsor Petri Wine will sponsor it for contracted 13 weeks only.

BILL O'NEIL, president of WJW Cleveland, examines trophies to be awarded winning teams at the WJW Junior Olympics finals at the Cleveland Stadium, Aug. 24. Approximately 1,400 entries from 22 midwestern cities will compete in this first annual running of the WJW edition of the Olympics.

NEWSPAPER OFFERS TO PURCHASE WNYC

AN UNDISCLOSED newspaper is prepared to buy WNYC, municipal station in New York, for an estimated $2,000,000, Borough President James J. Lyons disclosed last week while appearing as a guest speaker on former Mayor Fiorello LaGuardia's commercial program on WJZ New York.

Mayor William O'Dwyer's office reiterated its statement that the station will not be sold [BROADCASTING, July 15] and said it didn't know the name of the mysterious bidder. Board of Estimate files revealed nothing about the would-be buyer's identity.

Mr. Lyons said he had submitted the newspaper's bid during Mr. LaGuardia's tenure, and again at the beginning of the present incumbent's term.

Mayor O'Dwyer has not used WNYC to any extent since coming into office. Since the resignation of Morris Novick, WNYC has been managerless, with no indication from the Mayor that the $8,000 a year position will be filled.

CPA Gives Permission For NBS Radiation Lab

PERMIT to construct a $230,000 building to house a new radiation laboratory in Washington has been granted the National Bureau of Standards by the Civilian Production Administration. The project was held by CPA to be vitally necessary to public welfare, health and safety.

The building will house a 50,000,000-volt betatron (electron accelerator), according to Dr. E. U. Condon, Bureau director. Present facilities are limited to 1,400,000 volts. Underground facilities will be provided for research.

THREE MORE LISTENER DIARIES

More facts* about listening audiences are now available in Listener Diary Studies just released by The Katz Agency Audience Research Department for:

WKY
(Oklahoma City, Okla.)
WNAX
(Yankton, S. D.)
WMAZ
(Macon, Ga.)

Sorry we don't have copies for general distribution but your Katz salesman has the figures. Ask him.

MORE FACTS MAKE MORE SALES

*The Radio Listener Diary provides *more facts* about listening habits throughout the station's coverage area for the entire broadcast day—from sign-on to sign-off: sets-in-use, ratings, total weekly audience, audience flow, audience composition.

The **KATZ AGENCY, INC.**

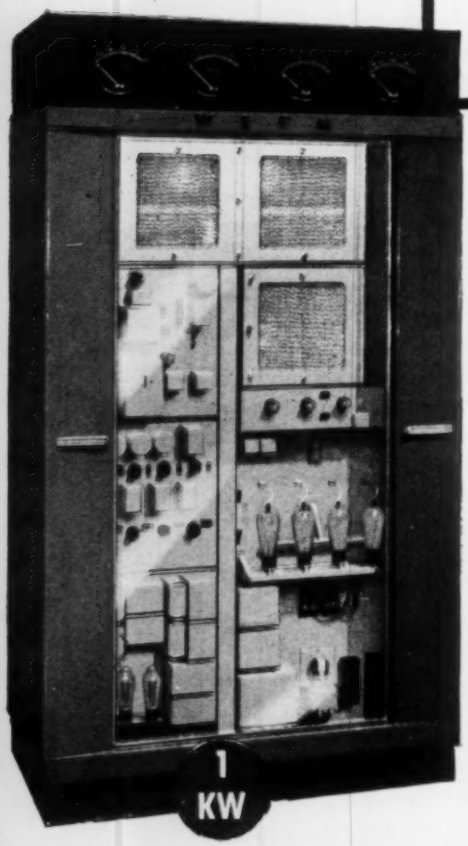
STATION REPRESENTATIVES

New York • Chicago • Detroit • Kansas City
Atlanta • San Francisco • Los Angeles • Dallas

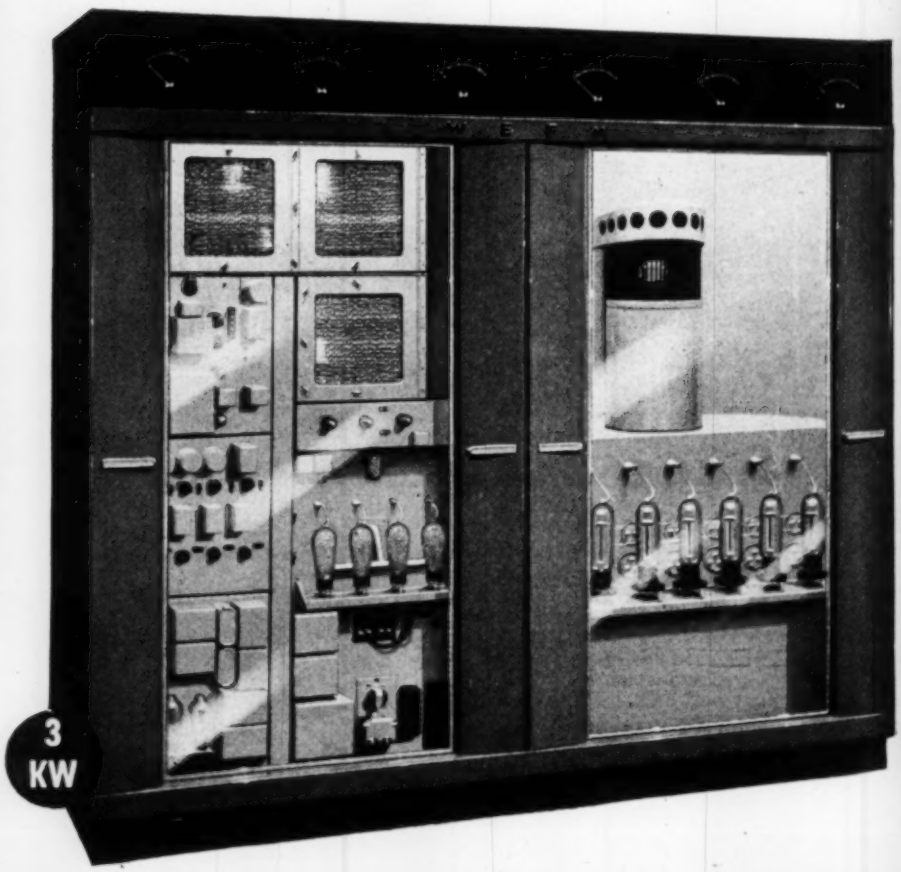
NEW FM TRANSMITTERS

Unexcelled Performance of Western Electric FM Transmitters

Audio Frequency Response	± 0.25 DB from 30 to 15,000 cycles.
Harmonic distortion—for ± 75 KC swing	Less than 0.5% from 30 to 15,000 cycles.
—for ± 100 KC swing	Less than 0.75% from 30 to 15,000 cycles.
Intermodulation—for ± 75 KC swing	Less than 0.5% for 80% 50 cycles and 20% 1000 cycles; less than 1.0% for 80% 50 cycles and 20% 7000 cycles.
FM noise level	65 DB below ± 75 KC swing.
AM noise level	50 DB below 100% amplitude modulation.
Carrier frequency stability	Less than 2000 cycles deviation (no crystal heater).



Not only a transmitter in itself, this unit serves as the basic driver for all higher powered transmitters.



Has its own rectifier and power components, with completely shielded air-cooled triode in broad-band circuit.

RS BY **Western Electric**

NEW Line is Keynoted by 1, 3 and 10 KW Units

New in appearance, *new* in performance, these FM transmitters, specially designed for operation on the higher frequencies, incorporate Synchronized Frequency Control, developed by Bell Telephone Laboratories and Western Electric.

Outstanding new cabinet designs keep pace with circuit improvements. For the first time in FM broadcasting, all tubes are visible to the operator at a glance.

For your convenience, all units are standard width, use identical door assemblies and the same top and side panels. Where more than one unit is used, a common base and meter panel provide single unit appearance.

In addition to 1, 3 and 10 KW transmitters, Western Electric's line will include 250 watt, 25 and 50 KW units. For complete information, see your Graybar Broadcast Equipment Representative, or write Graybar Electric Co., 420 Lexington Avenue, New York 17, N. Y.

— QUALITY COUNTS —

10 KW

New air-cooled thoriated filament triode. Final amplifier utilizes Grounded Plate Circuit, developed by Bell Laboratories.

"Throw Your Voice Where It Will Do the Most Good!"

Deliver your sales message in DETROIT

'The City With A Billion Dollar Buying Power'

WXYZ

Completely Covers The Detroit Area At *More Reasonable Rates Than Any Other Major Detroit Radio Station*

(Key Station of the Michigan Radio Network)
Owned and Operated by the
KING-TRENDLE BROADCASTING CORPORATION
WXYZ
1700 Stroh Building • Detroit 26, Michigan
Represented by the Paul H. Raymer Co.

FCC Policy on Control of Mass Communications Is Invoked

FCC in two proposed decisions last week invoked its policy of making grants that will diversify control over media of mass communication wherever practical.

One decision proposed to grant the application of H. C. Winslow, a physician and surgeon, for a new Meadville, Pa. station on 1490 kc with 250 w fulltime, and to deny the conflicting application of Meadville Tribune Broadcasting Co., which is principally owned by men with other radio and newspaper interests.

The other looked toward a grant of Arkansas-Oklahoma Broadcasting Corp.'s application for 1230 kc with 250 w fulltime at Fort Smith, Ark. and denial of that of Donald W. Reynolds, owner of "the only two daily newspapers and the leading Sunday newspaper in the Fort Smith area." Mr. Reynolds has an FM permit for Fort Smith.

The Commission noted that Mr. Reynolds and his Fort Smith Publishing Corp. had been charged with violating the Robinson-Patman Price Discrimination Act [BROADCASTING, March 18] but that the complaint was dismissed as to Mr. Reynolds personally and a consent decree was entered against the corporation.

". . . while it appears that Mr. Reynolds himself was not responsible for the instituting of the practices involved in the Robinson-Patman Act suit [he testified the practices were started by one of the complainants before he himself bought the papers] their occurrence does point to some of the possible evils which may be more readily created when there exists an undue concentration of control of the media of mass commmunication in a single community," the decision declared.

Both proposed decisions, FCC pointed out, were based on the Commission's policy "of so exercising its licensing power as to promote where practical, diversification in the controls of the media of mass communication."

Dr. Winslow, nominated for the Meadville grant, has a conditional FM grant for Meadville. In addition to his association with two local hospitals, he has banking and other business interests there. FCC said the proposed outlet would be managed by an experienced radio station manager who will receive a 40% interest "for a nominal sum." The executive was not named.

Meadville Tribune Broadcasting Co., whose application the Commission proposed to deny, is headed by John Fahnline Jr. (25%), who is president, general manager and 40% owner of WPIC Sharon, Pa. Other stockholders include Edward and Robert Bates, brothers (27½% each), respectively president and editor of Meadville's only daily newspapers; and R. W. Thomas (20%), president and general manager of McCrosky Tool Corp. at Meadville.

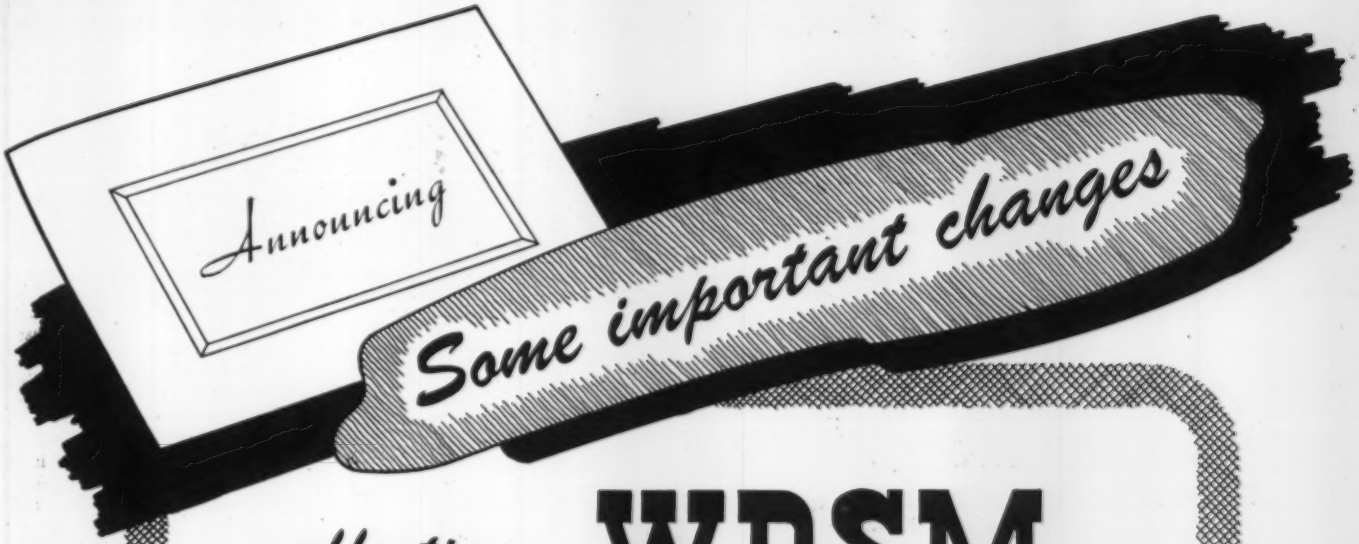
Principals of Arkansas-Oklahoma Broadcasting Corp., which received the proposed grant for Fort Smith, are Clyde B. Randall, president (25%), principal owner of Randall Motor Co., Fort Smith; R. A. Young Jr., secretary-treasurer (25%), attorney; McLoud Sicard (25%) and W. J. Echols (12½%), bank executives, and A. B. Harper, vice president (12½%), in the natural gas business. George R. Wood, former WIL St. Louis program director, is proposed station manager.

AN 80-MILE wind sheared off at its base the smaller of two radio towers at KFYR Bismarck, N. D. Aug. 1. Ivar Nelson, station's chief engineer, said the 346-foot tripod was a total loss, although the 704-foot main tower was undamaged. Others are Burt M. Adams, NBC station relations, New York, and F. E. Fitzsimonds, KFYR manager.

New GE Set to Include AM, FM, Video, Records

AN ALL-PURPOSE home entertainment instrument combining television, FM, standard broadcast and a record-player costing about $475 will be produced by the Receiver Division of General Electric Co. next year, Paul L. Chamberlain, manager of sales for the division, last week told a special sales meeting of district managers of the Electronics Dept. The model will have a 10-inch picture tube and will cover all 13 television channels.

Mr. Chamberlain reported General Electric plans to market four television receivers next year, ranging from a small direct-view table model to a de luxe large-screen projection receiver which will sell for about $1,200.



affecting **WDSM**

1. NOW OWNED BY . . .

RIDSON INC.

2. NATIONAL REPRESENTATIVES . .

FREE and PETERS

3. AFFILIATED WITH . . .

DULUTH HERALD & NEWS TRIBUNE

CARL A. BLOOMQUIST . . . General Manager
CLIFFORD J. LUE . . . Sales Manager
LEWIS D. MARTIN . . . Promotion and Production Manager
CAROL SHER . . . Continuity Director
MELVIN A. LASKY . . . Chief Engineer

WDSM 1230 K.C.

ABC

DULUTH, MINN. SPALDING HOTEL
SUPERIOR, WISC. ANDROY HOTEL

Video Status Confused, Agency Finds

Burnett Sees Evidence Of Bright Future, However

SECOND report on television, technically and as an entertainment medium, was released last week by Leo Burnett Co., Chicago. Distributed to clients and others interested in the future of television, the report reviews the medium's progress since the end of the war and outlines the basic conflict, color vs. black-and-white.

The report, prepared under supervision of Arthur Porter, research director for the agency's Chicago office, states television's future is contingent upon the following factors: Production of a sufficient number of sets by manufacturers; elimination of "bugs" by broadcasting stations; agreement of the industry as a whole upon a frequency program.

Picture Is Confusing

It outlines the positions taken by CBS, NBC and other leaders in the television field. Television's overall picture as of June 1946, is described as "confused, halting and uncertain." The industry as a whole is not on a sound basis in terms of "either economics or of artistic accomplishment," the report states.

Internal dissension over wavelengths is a serious threat to early progress, the report finds.

Other findings of the report:

"In sharper focus came a widely divergent and conflicting close-up of what goes on in the industry. Looking at the dark side of the ensemble, one could see indications of an industry tangled up in its own underwear.

"The controversy over frequencies was centered on television in color as developed and pushed aggressively by CBS. This threat of obsolescense, hanging over transmission and receiving equipment, interfered with progress in two ways. It was regarded as a contributing factor in some, not all, of 50-odd withdrawals of applications for television recorded by the FCC in April and May of 1946. It was presumed to have influenced in part the drastic revision downward of estimated output of receivers for the remainder of the year."

On this point, the report quotes extensively an article from the May 13 BROADCASTING.

The negative factors as expressed above, the report declares, were modified somewhat by "substantial evidence" that television is now on a workable basis and is moving to a bright future.

Brighter Side

Proof of this, it submits, is the campaign launched this June by "four of the nation's most seasoned and substantial advertisers" to attest their faith in the ultimate success of the medium.

Televising of the Louis-Conn box to match by NBC is listed as another achievement by the industry to bring forcibly to the attention of the public the practical value of television.

Mr. Porter said the report was prepared from material compiled by Frank Eastman, his assistant. President Leo Burnett felt the agency's clients should be kept well-informed of the progress of each new medium and its practical value in reaching the customers.

The No. 1 Farm Station in the No. 1 Farm Market would like you to

MEET HUGH!

This is Hugh M. Aspinwall, KMA's highly-qualified Production Chief. Widely known to radio advertisers both as an air artist and as a master of program construction and production, Hugh has also been for more than twenty years a *listeners'* favorite.

Long known as radio's own lovable "Chick Martin", Hugh is a "natural" actor, singer *and* production man, all rolled into one. Thus KMA programs, produced by Hugh Aspinwall, have the punch and appeal that spell *success* for the advertiser, here in KMA's 155 counties of the nation's great cornbelt.

To know what Hugh can do for *you*, contact your nearest Lewis H. Avery office—or communicate with us! Today?

KMA

155 COUNTIES AROUND SHENANDOAH, IOWA

AMERICAN BROADCASTING CO.

LEWIS H. AVERY, Inc., National Representatives

OWNERS SEEK SALE OF WJBC TO PAPER

SALE of WJBC Bloomington, Ill. by Arthur M. McGregor and Hugh L. Gately, a partnership, to the owners of the Bloomington *Daily Pantagraph* for $120,000 is sought in an application filed last week with the FCC.

Assignment of the station, a 250-w local operating on 1230 kc fulltime, would be to the Bloomington Broadcasting Corp., a wholly owned subsidiary of Daily Pantagraph Inc.

Loring C. Merwin is president of the parent corporation and owns 16.88% of the stock. Other officers and stockholders: Davis Merwin, vice president, 16.91%; Joseph M. Bunting, secretary - treasurer; Elizabeth S. Ives, 18.48%; Adlai E. Stevenson, 24.68%. Loring C. and Davis Merwin, as trustees, have 16.82% additional interest and the First National Bank of Chicago and Adlai Stevenson, as trustees with Helen D. Stevenson, have 6.2%.

Mr. McGregor is treasurer and owns 50% of Davenport Broadcasting Co. (KSTT), holder of a CP for Davenport, Iowa.

Kennedy Sees Truman

CAPT. JOHN A. KENNEDY, released from active duty in the Naval Reserve [BROADCASTING, July 29], called at the White House July 31, as his last official act. The White House gave no statement on the purpose of his visit but it is understood he reported to President Truman on his worldwide inspection tour with Secretary of the Navy Forrestal, for whom he was special aide.

THE MODERN SPARTAN IS A MIGHTY GOOD CUSTOMER

Back in ancient Greece, the Spartan was self-sufficient: he grew his own olives, raised his own sheep, wove and spun his own yarn, made his own primitive weapons of warfare.

Your modern Spartan is a different customer altogether, and a mighty good one. He buys (in large quantity) such widely assorted items as pecan trees, furniture, chambray, tractors, copper "kittles", horse collars, flour, and feed.

All of these (and many more) have been successfully sold on behalf of local merchants by WSPA's staff of local program personalities.

We've got *selling* Spartans on WSPA. And the 151,458 families served by WSPA are the perfect audience for them...and for you.

But then, the WSPA Piedmont is an advertiser's paradise. A paradise that is "one of the *best-balanced* sections in the entire country".

And WSPA swings the *balance* your way.

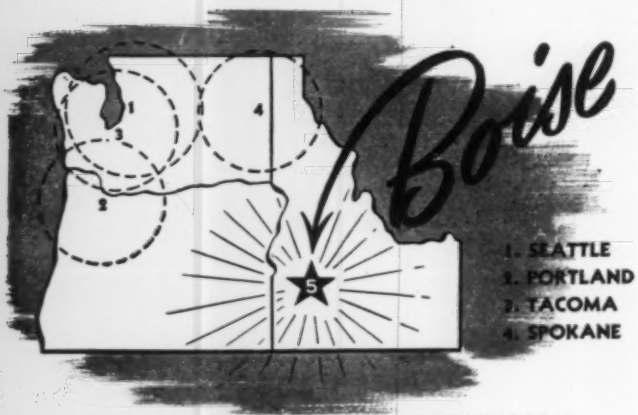
WSPA SPARTANBURG, SOUTH CAROLINA

Represented by Hollingbery
5000 watts day, 1000 watts night, 950 kilocycles
Walter J. Brown, Vice-Pres. and Gen'l Manager

CBS station for the Spartanburg-Greenville Market

TO COVER ALL THE GREAT PACIFIC NORTHWEST

INCLUDE



ONE OF THE PACIFIC NORTHWEST'S

5 MAJOR MARKETS

IMPORTANT in this "hot spot" for sales is the BOISE-KIDO market where per capita income is 29% to 67% above the national average.

To cover this rich market you must advertise IN the market, for no outside medium effectively reaches its 166,500 inhabitants. **Yet KIDO delivers 81% to 95%* of its tune-in at any hour.**

"Reap a Rich Sales Harvest"

is a new booklet of facts about the BOISE-KIDO Market. Write, or ask your John Blair man, for a copy.

*According to latest Hooper and Conlan ratings.

KIDO BASIC NBC OUTLET

Dominates the Boise Market

REPRESENTED NATIONALLY BY JOHN BLAIR & CO

United Nations to Make Broadcasts For Both Overseas, U. S. Reception

UNITED Nations will undertake shortwave broadcasting, not only for reception overseas but also for retransmission by stations in the United States, when its General Assembly convenes in the fall, it was learned last week.

Although UN broadcasting plans were said to be still in the exploratory stage, it was learned that UN representatives had approached the U. S. State Dept. with a request to use State Dept. transmitters and frequencies.

Proposal Submitted

An indication of the UN's intention to embark upon broadcasting was evident in the reservation of two broadcasting booths at the Flushing, L. I., site of the coming General Assembly, by the United Nations Radio Section.

Kenneth Fry, chief of the State Dept.'s International Broadcast Division, was said to have submitted the UN proposal to his superiors in Washington.

Although the means by which the UN hopes to deliver broadcasts to independent stations in the United States were not disclosed, it was recalled that many U. S. stations are equipped to intercept shortwave transmissions and rebroadcast them by medium wave. FCC approval of that practice was granted in several instances two months ago when several independent stations discovered they could pick up the shortwave signals beamed by the State Dept. to Europe.

The practice was regarded favorably by the United Nations secretariat which believes that an inadequate programming of UN activities has been delivered to American listeners. It was thought that the UN might be hoping to instigate technical improvements in shortwave broadcasts so that stations everywhere in the U. S. would be able to receive the signals clearly.

UN radio authorities have stated that some stations have complained that UN broadcasts were hardly available to them because the cost of telephone lines was prohibitive. There were also complaints, it was said, that networks had scheduled only a smattering of UN broadcasts.

There seemed to be little doubt that the State Dept. would react favorably to the UN request for transmitters. Last February the department voluntarily offered the use of some of its facilities to the UN, but at that time the international organization was not prepared to begin broadcasting.

Set Production for May 10% Above 1941 Level

RADIO set production in May totaled 1,128,193 sets, slightly below April output and 10% above 1941 average, according to a Census Bureau tabulation released last week.

Civilian Production Administration figures for June, released the previous week, showed production of 1,378,000 sets for that month against 1,185,000 for May [BROADCASTING, Aug. 5]. Radio Manufacturers Assn. announced July 20 that its members had produced 1,052,597 sets in June [BROADCASTING, July 22].

May output consisted of 734,376 home radios (except battery), according to the Census Bureau; 168,728 battery operated (except auto); 106,443 auto sets; 118,646 radio-phonograph combinations. No FM receiver or converter production was noted in May. Television set output was not given because of disclosure of individual company information. Total May output was 110.6% of average monthly production in 1941.

KIST and WOC to Join NBC, Making 162 Total

KIST Santa Barbara, Calif., and WOC Davenport, Ia., on Sept. 15, and Jan. 1, 1947, respectively, join NBC, bringing the network's total of affiliates to 162.

Operating with 250 w on 1340 kc, and owned by Harry C. Butcher, former naval aide to General of the Army Eisenhower, and before that a CBS vice president, KIST will be a Pacific Coast supplementary station.

Owned by the Tri-City Broadcasting Co., WOC operates with 5000 w on 1420 kc and joins NBC as a basic outlet.

MODEL UN

NBC, Roosevelt College Plan Meet

NBC Central Division, in cooperation with Roosevelt College of Chicago, Sept. 19 will sponsor a model United Nations Conference at the Continental Hotel, Chicago, in recognition of United Nations Week, opening Sept. 23.

Model assembly will follow formal procedure of actual UN sessions in New York with prominent speakers scheduled as representatives of various nations.

Day's conference will be divided into four sessions and agenda includes discussions of admission of new members, peace treaties and Franco Spain. Several of the keynote addresses will be aired over WMAQ, NBC Chicago outlet.

Plans for the model conference were arranged by Edward J. Sparling, president of Roosevelt College; Prof. George H. Watson, head of college's political science department, and Judith Waller, director of public service for NBC Central Division.

For Hire...
THREE ELEMENTS!

This is an odd-looking symbol that resembles a circle enclosing a hair pin, a zig-zag and a pan-cake turner. However, it's the electronic engineer's symbol for the vacuum tube such as you use in your radio. The three elements in the circle are called,— the filament, grid and plate. The purpose of the vacuum tube is to detect and amplify incoming signals.

Another symbol in radio consists of the letters WCBM. To program sponsors this symbol detects customers and amplifies sales. The three elements here are *thorough coverage* of the Baltimore Market at *economical rates* that produce *definite results.* Why don't you hire these three elements to work for you?

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer, President

Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder, General Manager

EDWARD PETRY & CO., INC.

ANNOUNCE THE OPENING OF THEIR

BOSTON OFFICE

- STATLER BUILDING
  20 PROVIDENCE ST.
  TELEPHONE HUBBARD 6342

• *and the appointment of*

JAMES G. SANDISON

as manager

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • ATLANTA

Felman Requests Hearing on WJOL

Former Owner Will Defend His Free-time Contract

ORAL ARGUMENT on FCC's proposed decision threatening denial of license renewal to WJOL Joliet, Ill. has been requested by A. J. Felman, former owner whose free-time contract with the station was the target of the Commission's objections.

FCC's decision [BROADCASTING, July 22] proposed that WJOL be granted temporary license for three months on condition that, within 30 days after finality of the decision, the licensee establishes that it has "full control" over the station and its program structure and that no further effect is given to the agreement with Mr. Felman.

The contract, drawn up in 1937 to supplant one made when Mr. Felman sold WJOL (then WCLS) to R. W. Hoffman in 1932, gives Mr. Felman three-quarters of an hour a day to advertise his own or any other company, so long as the station operates.

In his exceptions to the proposed decision, Mr. Felman said the time thus provided is a part of his compensation for sale of the station, and that to void the contract would violate the Fifth Amendment of the Constitution. He maintained that WJOL retains "full control" of the station, its programs and scripts.

Mr. Felman contended there is no kinship between the WJOL case and that involving Buffalo Broadcasting Co. and its time contract with Churchill Tabernacle, which was cited in the WJOL decision. He also denied that his contract contained any provisions prohibiting transfer of WJOL's license, declaring "the only effect the contract would have is as to the price the applicant could get on the sale of the station."

FCC authorities said no exceptions to the proposed decision had been received from the licensee of WJOL, Joliet Broadcasting Co., headed by Calvin Wilson. Deadline was Aug. 5.

SURROUNDED by his grandchildren, Val Clare, foreign correspondent and news editor of CKLW Detroit-Windsor, Ont., is shown sunning the kids in the 'ole backyard.

Simultaneous Operation

HOL-HOLA Colon, Panama, Sept. 1 is to begin broadcasting simultaneously with 300 w on 1390 kc and 1 kw on 9595 kc, with programming in both Spanish and English. U. S. representative is Pan American Broadcasting Co.

Menser Urges Some Program Changes

RADIO is for an audience and programs for people, Clarence L. Menser, NBC vice president in charge of programs, told broadcasters at the final banquet meeting of the 1946 NBC-Northwestern Summer Radio Institute in Chicago August 2.

In his critical review of radio programming, Mr. Menser pointed out that too often radio presents music just because musicians want to play it or drama because the author or actors like it, not because the audience wants to hear it. He also charged that many programs were presented with inadequate preparation, stating "with all the technical perfection available, we have made so little progress in the perfection of meticulous detail by which good productions are built."

Serial Improvements

His improvements for daytime serials, which he believed would be in effect soon on NBC, were: a longer story for daily episodes, better story line, improved commercials and deletion of the "tidbits" and inconsequential items which clutter up the first and last two or three minutes of a 15-minute program." Attacking program standards of summer replacements, Mr. Menser proposed that replacements be considered as important as the programs they replace, and that they should not relax in quality.

Session was also highlighted by the presentation of two full scholarships and two half scholarships to the four outstanding students of the Institute. Top honors went to Marjorie Sheldon, continuity writer of WGL Fort Wayne and to Godfrey C. Hudson, CFQC Saskatoon, Sask, Canada. Half scholarships were awarded to Rebecca Averyt of Birmingham, Ala., and to Hilding Peterson, faculty member of MacAlester College, St. Paul.

SALUTING...

KOME

TULSA, OKLAHOMA

Located in Tulsa—"The Oil Capital of the World"—KOME penetrates a market that not only has a $600,000,000 income from oil alone, but vast revenue from livestock, farming, and retail sales as well. With KOME, you penetrate a market that's the distribution point for all of Oklahoma and surrounding states.

T.H.S. says, "Let KOME go to work for YOU" in doing a bang-up sales promotion job in this "Magic Empire." An American Broadcasting and Oklahoma Network Affiliate.

TAYLOR-HOWE SNOWDEN RADIOLAND

THE GREAT MIDDLE WEST AND SOUTHWEST

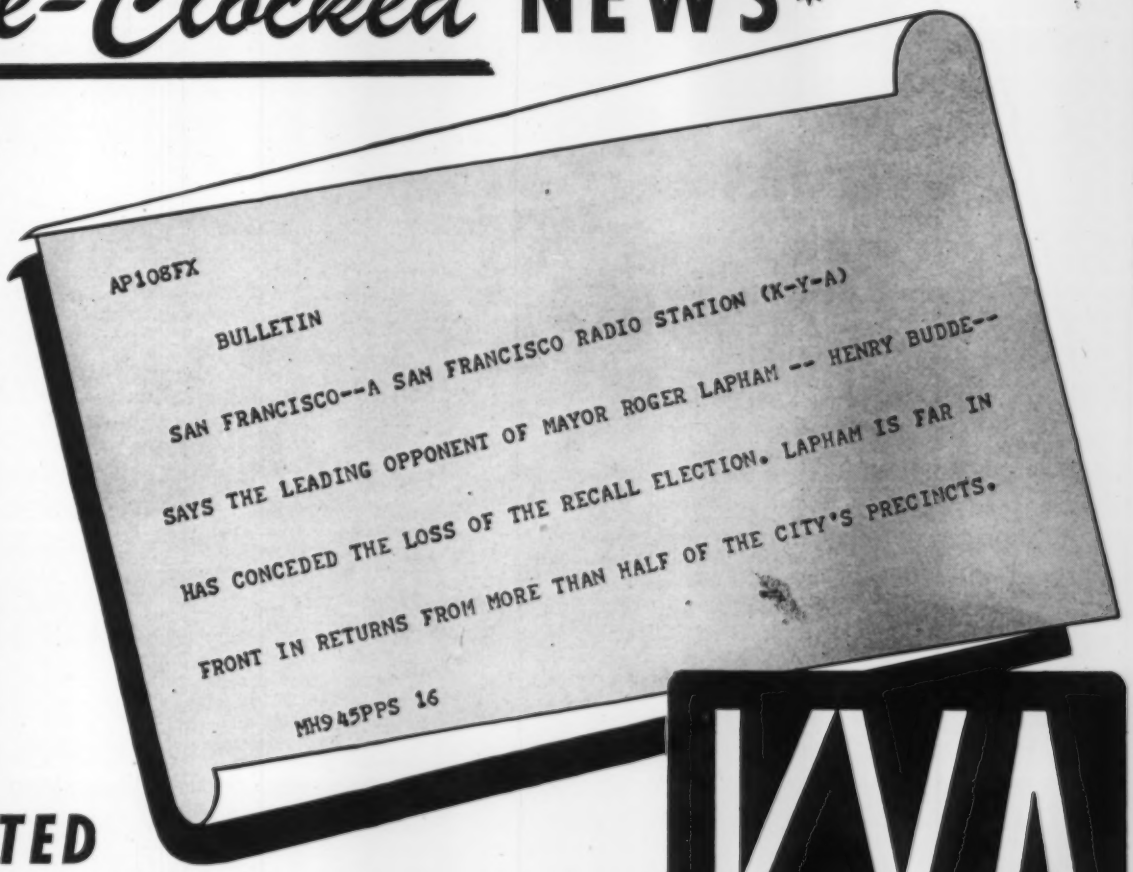
TAYLOR-HOWE-SNOWDEN Radio Sales

SALES OFFICES

New York, Chicago, Dallas, Hollywood, San Francisco, Portland

General Offices—Amarillo

Proof *of Leadership* in Northern California with *Time-Clocked* NEWS*


AP108FX
BULLETIN
SAN FRANCISCO--A SAN FRANCISCO RADIO STATION (K-Y-A)
SAYS THE LEADING OPPONENT OF MAYOR ROGER LAPHAM -- HENRY BUDDE--
HAS CONCEDED THE LOSS OF THE RECALL ELECTION. LAPHAM IS FAR IN
FRONT IN RETURNS FROM MORE THAN HALF OF THE CITY'S PRECINCTS.
MH945PPS 16

Another
KYA
"SCOOP"
RECORDED BY
ASSOCIATED PRESS ON JULY 16TH · 1946

***19** *Times a Day*
EVERY HOUR ON THE HOUR
CONSISTENTLY RISING IN HOOPER RATINGS

KYA
SAN FRANCISCO

Represented by
ADAM J. YOUNG JR., INC.
NEW YORK CHICAGO

CONTROL!

Only MOTION PICTURES give you Control —Showmanship Control vital on TELEVISION programs

Only Film can guarantee: perfect lighting—absolute focus—flawless dialogue.

Only Film can make possible: repeat performances of uniform quality—identical selling messages—selective marketing.

Only Film eliminates: costly rehearsals—telephone line charges—time zone differentials.

Now available for sponsorship . . . exclusive Telereel* Series. In 13, 26 or 52 week installments.

Write for details and arrange for private screening.

Send for booklet:

"Film—The Backbone of Television Programming."

RKO TELEVISION CORPORATION

Dept. BG4, 1270 Avenue of the Americas, N.Y.20, N.Y.

A Radio-Keith-Orpheum Corporation Subsidiary

In Television . . . Film removes the question mark!

*Copyright U. S. Pat. Off

CBC Justifies Seizures, Outlines Plans For New Expansion at Ottawa Hearings

JUSTIFICATION OF CBC plan to take over frequencies of three independent clear channel Canadian stations and CBC expansion plans for the immediate future, featured testimony of CBC Board Chairman A. D. Dunton and CBC General Manager Dr. A. Frigon before the Parliamentary Radio Committee Aug. 1 and 2 at Ottawa.

CBC plans to spend between $1,000,000 and $2,000,000 on expansion, Mr. Dunton told the Committee, provided Parliament would allow CBC to borrow over its present $500,000 limit. Plans include 50 kw stations in Alberta, between Calgary and Edmonton, at Winnipeg and Toronto, on frequencies of CFCN Calgary, 1010 kc; CKY Winnipeg, 990 kc; CFRB Toronto, 860 kc. Power of following CBC stations would be increased: CBM Montreal, CJBC Toronto, and CBR Vancouver, from 5 kw to 50 kw, CBJ Chicoutimi, Que., from 1 kw to 10 kw, CBH Halifax, from 100 watts to 5 kw, CBV Quebec, and CBO Ottawa, from 1 kw to 5 kw. A new 5 kw station would be constructed at Windsor. (Application for a private station license at Windsor by Ted Campeau, CKLW Windsor - Detroit, was turned down.)

Building Plans

CBC would also build a radio center at Montreal, expand radio center at Toronto, build new studios and offices at Winnipeg and Vancouver, install shortwave receiving stations on both Atlantic and Pacific coasts, install FM stations at Montreal, Toronto, Winnipeg and Vancouver.

Mr. Dunton stated there was little likelihood that CBC would recommend increasing ceilings on present power of privately-owned stations, although all three stations whose clear channel frequencies are to be taken over by CBC and a number of other stations have repeatedly asked for power increases to 50 kw.

Lengthy and acrimonious debate dealt with warning to CFCN, CKY and CFRB regarding seizure of their frequencies for CBC 50 kw stations. CBC pointed out that under the Canadian Radio Broadcasting Act it could recommend expropriation of CFCN and CFRB; instead CBC would aid these stations in retaining their listening audience on new frequencies. Mr. Dunton admitted CFRB's audience would not be so big as at present on a new frequency, but said that CBC wanted 860 kc frequency from CFRB to push its CJBC Toronto, to 50 kw as key station of the Dominion network, enabling Dominion to take commercial programs during the daytime.

Mr. Dunton opposed suggestion of an impartial or appeal board to regulate Canadian broadcasting for both CBC and private stations as contrary to the original concept of a single national authority, claimed that a separate body would result in confusion in administration. He stated that CBC is responsible to Parliament and that in Parliament lies appeal from CBC.

Mr. Dunton suggested that CBC should receive all of the $2.50 annual listener license fees, instead of the present approximately $2 with balance going for collection of the license. He said this would mean another $500,000 to the CBC and collection could come from the general tax revenue.

To Pool U. S. Programs

A central pool of American network programs coming into Canada is being planned by the CBC with equal distribution to stations, Dr. Augustin Frigon told the Committee. CBC is working on development of a formula which would not only benefit the listeners and the private stations generally, but also the American networks. There was no idea of taking the CBS programs from CFRB, the Committee was told.

A study is also being made on limitation of stations for any one region. Dr. Frigon said protection from competition was afforded some stations in the interests of the general national system. With advent of FM and the possibility of a larger number of stations, CBC was trying to draft a formula by which the number of stations in each area would be worked out on a per home radio basis.

Free newscasts on CBL Toronto by the *Toronto Daily Star* were estimated to be worth about $42,255 annually to CBL, a CBC station. Dr. Frigon explained these newscasts were in operation before the CBC took over the predecessor of CBL, and were part of a deal by which the *Toronto Daily Star* surrendered its broadcasting station license in 1933.

NBC Show to Observe Date of Jap Surrender

THE FIRST anniversary of the Japanese surrender will be observed by NBC Aug. 14 when the network's news and special events department presents two special broadcasts.

The first, a quarter-hour discussion by five Navy and Marine officers who were leaders of important combat operations in the Pacific, will be heard at 12:30 p. m. The second, "Unto Us, the Living," will be a documentary account of the Pacific war, featuring the six heroes of Pacific action, supported by a cast made up exclusively of Pacific combat veterans.

CFOR Joins Dominion

CFOR Orillia, Ont., Aug. 1 joined the CBC Dominion network. Welcoming ceremonies included broadcast by A. D. Dunton, chairman of the CBC board of governors.

Just a few miles from paved roads and broad highways, yet Farmer Brown and his family are isolated from the world, *except for radio.*

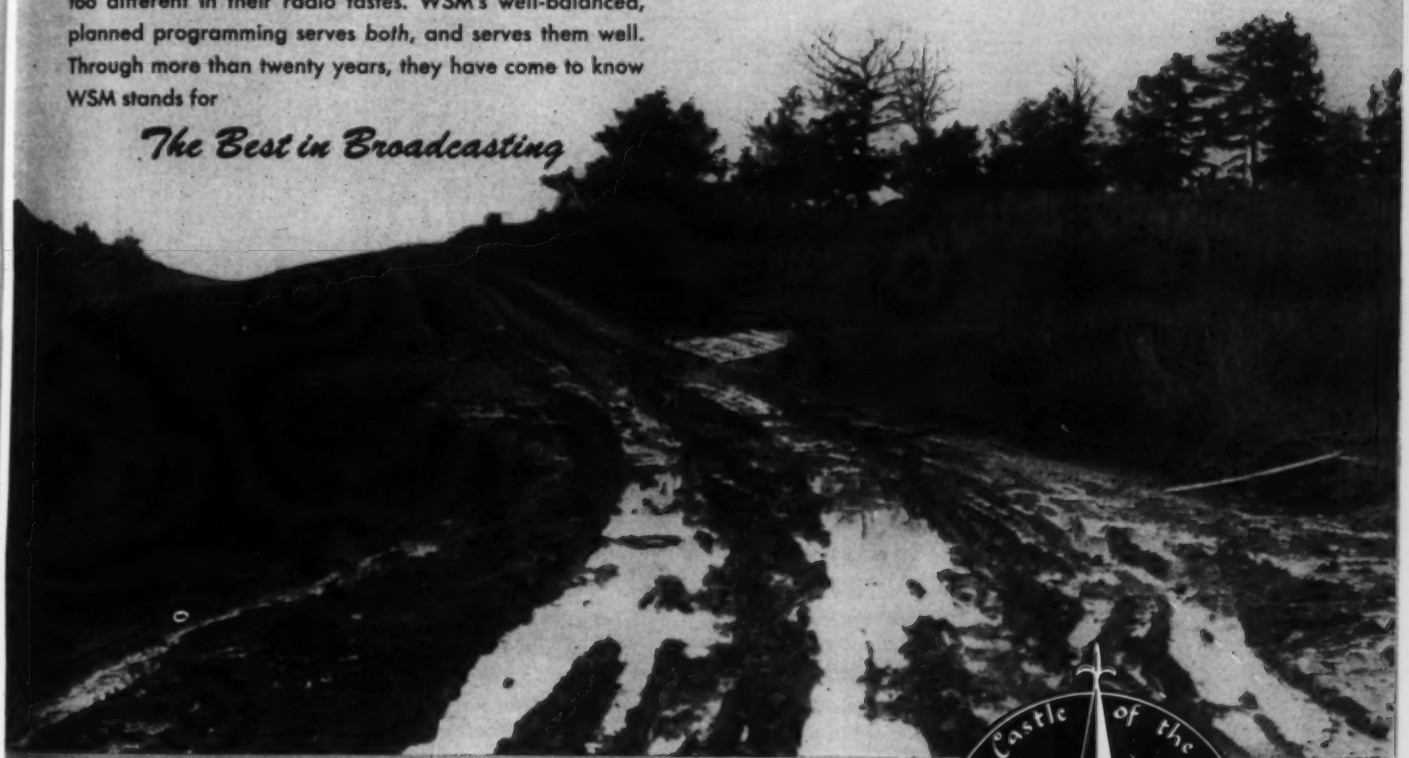
WSM GETS THROUGH

Thanks to our 50,000 watts and clear channel, the simplest radio sets bring us in, when rain and mud and snow and storms keep farm families locked indoors. Each day of the year, the lives of thousands of farm families have been brightened by the miracle of radio, the unfailing dependability of the WSM signal, and the warmth of programs planned especially for them.

One thing we have learned in more than twenty years of serving our audience of more than five million people: Our city friends and their cousins in the country are not too different in their radio tastes. WSM's well-balanced, planned programming serves *both*, and serves them well. Through more than twenty years, they have come to know WSM stands for

The Best in Broadcasting

BUT WSM GETS THROUGH



HARRY STONE, *Gen. Mgr.*
JACK HARRIS, *Asst. Gen. Mgr.*
WINSTON S. DUSTIN, *Comm. Mgr.*
EDWARD PETRY & CO., *National Representatives*

WSM
NASHVILLE

VETERANS PROJECT OF WOR IS LAUDED

STATE, VETERAN and civic leaders have sent messages of congratulation to WOR New York on its forthcoming V-J anniversary project, *One Year After—The Veteran Reports*, to be broadcast, Aug. 13-14 in cooperation with various newspapers and civic organizations in the station's area.

Among prominent men commending programs were Sen. Joseph F. Guffey (D-Pa.), Governor Walter E. Edge of New Jersey, Governor Edward Martin of Pennsylvania, John Steele, national commander of the American Legion, and Joseph M. Stack, commander in chief of the Veterans of Foreign Wars.

Mayor William O'Dwyer of New York will be at LaGuardia Field to extend official welcome of the city to the out-of-town veterans when they land there. On the broadcast sixteen outstanding veterans, each representing one of the sixteen major cities in the area served by WOR, will describe what industry, labor, Government and community organizations have done for veterans welfare in their communities "one year after. . . ."

KQW SAN FRANCISCO turned over its auditorium to Campbell Tomato Soup sales meeting. Dave Greene (l), KQW sales manager, chats with Campbell executives: J. M. Vanderford, acting Western Division manager, Campbell Sales Co.; W. B. Nixon, sales manager, Campbell Sales Co.; R. M. Budd, advertising manager, Campbell Soup Co., and C. J. Robb, San Francisco district manager, Campbell Sales Co.

KFAB OMAHA
INSTALLS THREE POSTWAR
TRUSCON RADIO TOWERS!
● First in the long list of Truscon installations to follow the war is the new directional system consisting of three 435 foot towers for the 50 Kilowatt KFAB station, which blankets Omaha and surrounding territory.
Truscon Radio Towers dot the American landscape. Tall or small . . . AM or FM . . . every type of radio tower need is met by Truscon engineering and manufacturing services.
Truscon Radio Towers are triangular in cross section and are built entirely of heavy steel members with most shop assembled connections made by means of electric arc-welding.
If you contemplate FM broadcasting, your radio tower facilities will undoubtedly have to be modified. Perhaps you will require a new and higher tower to adequately serve your needs.
Experienced Truscon engineers will be glad to help solve your radio tower problems of today and tomorrow.
TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO • Subsidiary of Republic Steel Corporation
Manufacturers of a Complete Line of Self-Supporting Radio Towers . . . Uniform Cross-Section Guyed Radio Towers . . . Copper Mesh Ground Screen . . . Steel Building Products.

Brecher's Article Lauds 'Blue Book'

One of Its Authors Writes About Programming Report

PRAISE of the FCC's Blue Book by one of its authors, Edward M. Brecher, formerly of FCC and now general manager of a Washington AM-FM grantee firm, Metropolitan Broadcasting Corp., is carried in the August issue of *Atlantic Monthly* under the title, "Whose Radio?"

Mr. Brecher suggests that "the success of the Blue Book in improving the daily fare of listeners (may) depend upon the FCC's recruiting a staff specially competent in the program field to administer its program procedures, just as it now employs engineers, accountants, and lawyers specially competent in their respective fields."

Will Reestablish Principle

Declaring that from 1927-1937 FCC interpreted "public interest" to mean primarily "program service," with intent to keep stations "on their toes," Mr. Brecher said: "During the next few months, the Commission will have ample opportunity to re-establish this principle in a host of particular decisions. By refusing to renew the licenses of the half-dozen worst offenders, by reallocating the clear-channel assignments and other special privileges in terms of program service actually rendered to the public, and—perhaps most important—by starting the hundreds of new FM and television stations off on the right foot, the FCC can achieve once more the beneficent effects which such regulation produced during the 1927-1937 decade."

Whether FCC actually will implement the Blue Book "is still in doubt," he declared, noting that the hearing called on WBAL Baltimore's license renewal application (first designated following the issuance of the Blue Book) has twice been postponed, while WBAL's television application has been granted without hearing.

Mr. Brecher was a former assistant to then-Chairman James Lawrence Fly of FCC and later a special analyst in the law department. Metropolitan Broadcasting Corp. holds a grant for a new daytime standard station in Washington and a proposed grant for FM operation.

Tele-Tone Stock

PROCEEDS from the sale of 75,000 shares of 50-cent par value common stock in Tele-Tone Radio Corp., registered Aug. 2 with the Securities & Exchange Commission, will be used to increase working capital with a view to entering FM and television at an advantageous time, a Tele-Tone prospectus said. The company registered 135,000 other shares which is to be sold for the account of 11 selling stockholders.

Amazing Mason Started Young

Sydney Mason took his first professional bow at the age of five. Ever since, he's been entertaining and amazing people with his versatile voice, via radio, stage and screen. Today, he's making a solid hit with Hoosiers, via the fastest growing radio station in Indianapolis—WIBC.

Before joining WIBC, Syd Mason won acclaim as an announcer and featured dramatic player with such outlets as WLW Cincinnati, WMCA New York, WWJ and WXYZ Detroit. Now, he starts his diversified day as emcee for "WIBC Coffee Shop"—on which he also enacts half a dozen other character roles. Afternoons, he's at the mike for the "Easy Does It" record show—from which program he has pulled over 500 pieces of mail a week since his first appearance. Saturday mornings, he's "Uncle Syd" for the youthful listeners of "Kid Party."

Syd Mason, with his broad background and bulging kitful of characters, is typical of the outstanding personalities who make up the WIBC live talent staff. In every phase of creative radio, you will find WIBC staffed by top-notch people, equipped with the experience and versatility to build for you a hard-hitting live talent show—*alive to your commercial objective.* You can get full details about the time and talent available from your John Blair man. Do it today!

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

Owned and Operated by The Indianapolis News

WIBC Mutual Outlet in Indianapolis

BERT PEARL
Ace MC and mainspring of the happy gang - sings, plays piano, directs

EDDIE ALLEN
THE "SWOON-GOON OF GANG

CLIFF McKAY
CLARINET-SAX AND VOCALIST

JIMMIE NAMARO
XYLOPHONIST-PIANIST

HUGH BARTLETT
ANNOUNCER COMEDIAN

KATHLEEN STOKES
INTERNATIONALLY-KNOWN ORGANIST

JOE NIOSI
BASS VIOLINIST OF TOP NET SHOWS

BOB GIMBY
TRUMPET AND VICTOR RECORDING ARTIST

BLAIN MATHE
CONCERT VIOLINIST PLUS BOOGIE WOOGIE

GEORGE TEMPLE
ACTOR AND PRODUCER

Tops!

17.5 Rating

NOW TRANSCRIBED AND AVAILABLE

FOR LOCAL AND REGIONAL

SPONSORSHIP IN THE U.S.A.

the Happy Gang

the most fun-sational show in radio history
—the show that holds the four topmost honors over the Trans-Canadian network of the C.B.C.

- LARGEST RADIO AUDIENCE
- TOP NETWORK DAYTIME PROGRAM
- TOP SPONSOR IDENTIFICATION
- BEAVER AWARD (RADIO'S OSCAR)

ELLIOTT HAYNES RATINGS (CANADIAN HOOPER)

PROGRAM	SPONSOR	JAN. 1946
Happy Gang	Colgate Palmolive	17.5
Claire Wallace	Robin Hood	14.7
Big Sister	Rinso	13.3
Pepper Young's Family	Camay	10.2
Lucy Linton	Lifebuoy	10.2
Ma Perkins	Oxydol	10.1
Road of Life	Oxydol	10.0
Soldier's Wife	Wartime Prices & Trade Bd.	9.4
Woman of America	Ivory	8.5
Breakfast Club	Swift's	8.1
Breakfast Club	Philco	7.4
Right to Happiness	P & G	7.2
Metropolitan Opera	McColl Frontenac	7.0
Life Can Be Beautiful	Crisco	6.0

For exclusive rights in your locality, order your audition samples NOW. All offers subject to prior sale.

GARRY J. CARTER
INCORPORATED
RADIO TRANSCRIPTIONS
67 West 44th St., New York 18 *Phone MUrray Hill 2-5168*

New York Offices with
CHARLES MICHELSON INC.

JANSKY POINTS OUT FM OPPORTUNITIES

LOW-BAND television proponents may in reality be "trying to maintain a constant shortage of FM broadcast channels," suggested C. M. Jansky Jr., radio engineer, in an address at the U. of Wisconsin Public Service Radio Institute Aug. 5.

Mr. Jansky said that FM with its opportunity for more stations holds a great incentive for educational institutions to return to broadcasting, a field in which they pioneered in the 1920's, but have since lost out.

Present allocation policies of the FCC were deplored by Mr. Jansky as sharply limiting the number of FM stations. He said the small number of channels have the effect of making competition for facilities and not between programs. The space between 44 and 88 mc, he pointed out, now provides only six television channels, but if assigned to FM would make available 180 broadcast channels.

Other factors retarding FM, Mr. Jansky said, are the inability of broadcasters to visualize its advantages, and the interest of AM leaders in preserving the status quo. More than 7000 FM sets per week are now being built, he stated.

Bergen, Cunning Build Hollywood Video Studios

AT REPORTED cost of $200,000 Edgar Bergen, star of NBC *Chase & Sanborn Show*, is developing television production studios at 6530 Sunset Bvld., Hollywood. Associated with him is Patrick M. Cunning, head of Stage Eight, video dramatic school and workshop.

Mr. Bergen bought building which will house the enterprise. It represents an investment of $100,000. More than $40,000 is invested in equipment with an equal sum to be spent for reconditioning stages and other items.

Plan calls for production of live shows and film for television. Programs will be filmed and stored. Live shows will be produced from library by means of a stock company. Sample library will be presented to the New York trade in September. Mr. Bergen's activities will be concerned with film, with Mr. Cunning concentrating on live shows and teaching.

Ralph T. Spolter

RALPH T. SPOLTER, 41, well-known San Francisco radio personality, died July 30 from injuries received when his car lost a wheel, overturned and burned. He had three shows in production at KSFO San Francisco, one of which he had just completed from Agua Caliente, Mexico, and was returning to San Francisco when accident occurred.

VIDEO SELLS
Gimbel Bros. Official Praises Medium

GIMBEL Bros., Philadelphia dept. store, has found its weekly television programs on WPTZ Philadelphia, Philco video station, "highly successful" in creating sales, David Arons, store publicity director, reports in an article in the midsummer issue of *Promotion Exchange*, publication of the National Retail Dry Goods Assn.

The programs, Mr. Arons writes, open with short commercials about Gimbel merchandise and services—"straight, undramatized commercials featuring items that can be demonstrated effectively" — followed by a variety show with juvenile stars.

"If the effectiveness of any form of advertising is to be judged by sales," Mr. Arons says, "the Gimbel programs have been highly successful, even though the expense is high in terms of consumer coverage." [There are an estimated 752 sets in this area.]

(For percentages of sales return by products see BROADCASTING, Aug. 5)

OPENING OF WMOU SCHEDULED AUG. 18

WMOU Berlin, N. H., will open as a fulltime station Sunday, Aug. 18, and is planning formal opening ceremonies Saturday night to be attended by Governor Dale of New Hampshire and radio personalities including Lowell Thomas, Alma Kitchell and Milton Cross.

Station will operate on 1230 kc with 250 w power. Charles S. Holbrook is president of White Mountains Broadcasting Co., licensee of the station. Gerald E. Stetson is vice president and Richard B. Washington Jr., treasurer. Other directors are Arthur J. Bergeron and Carl E. Morin. Stockholders include: Arthur C. Bell, Willard Buber, Leon S. Goldberg, Laury LeBlanc and Albert N. Morris.

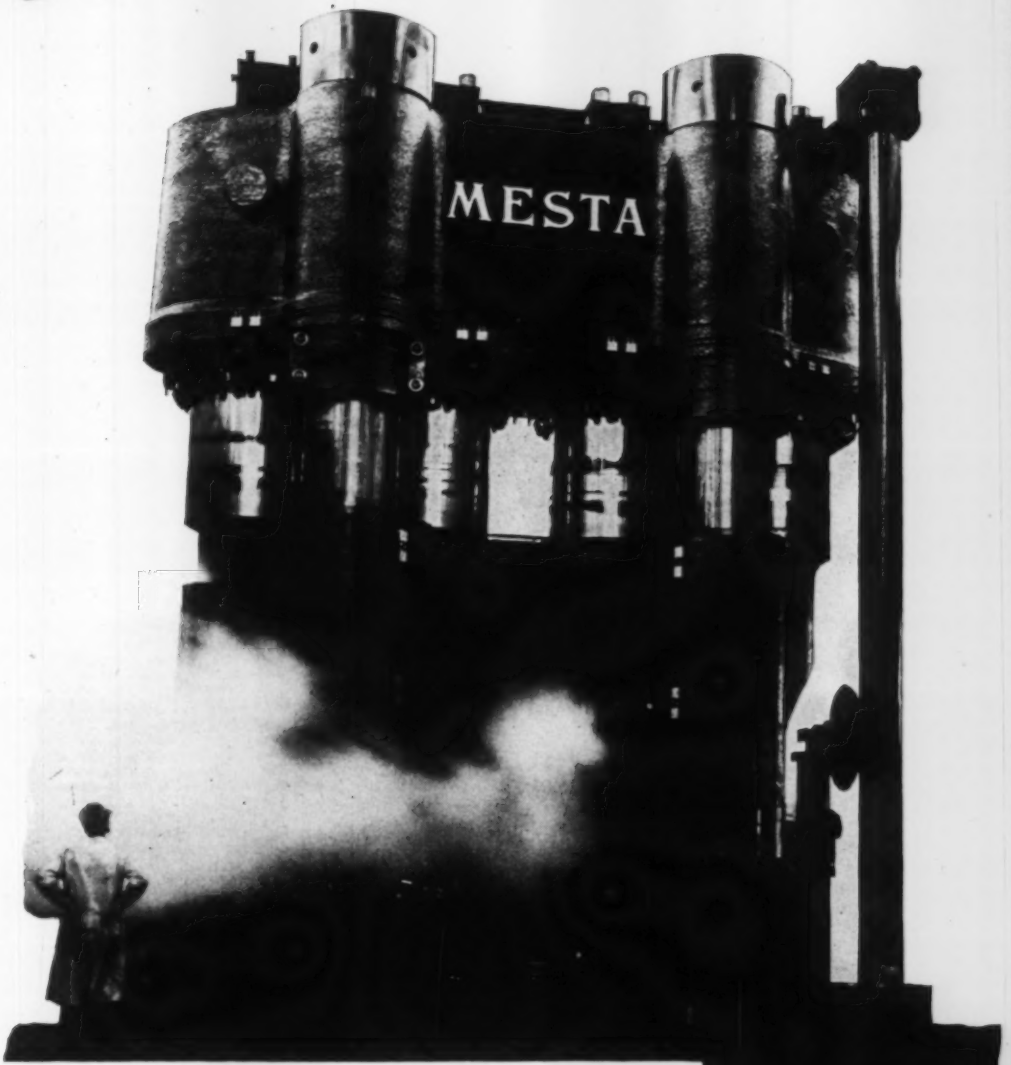
The staff will be headed by Mr. Stetson as general manager; Mr. Holbrook will be commercial manager; Mr. Washington, chief engineer; Robert E. Fuller, program-production manager, and Florence L. Fuller, director of women's programs. Facilities include an Associated Press news wire.

Lear Signs Lease

IN A MOVE to increase production of its home radios and combination radio-phonographs, Lear Inc., Grand Rapids, Mich., has completed a long-term lease, effective Aug. 5, of all facilities of the Grand Rapids Woodcraft Corp., Grand Rapids. Lear will use plant to assemble and finish a portion of the radio cabinets and consoles, with present employes of Woodcraft retained by Lear and the number of employes at the plant considerably increased.

COUNTRY'S *LARGEST* HYDRAULIC PRESS

NEWEST OF WORCESTER'S MANY INDUSTRIAL GIANTS



Wyman Gordon Co., the nation's largest in the forging industry, recently installed the country's largest Hydraulic Press for forging magnesium and the lighter metals. It permits the forging of larger light parts, without loss of strength or rigidity, so essential to the aircraft and automotive industry. This 18,000 ton press is twice as large as any other die forging press in the country and is believed to be the largest single piece of machinery in America. Installation of this industrial giant lends further proof that progressive Worcester keeps moving forward. Keep your sales apace with Worcester's industrial strides, through WTAG, the station with more listeners than all other stations heard in the area combined.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

AFFILIATED WITH THE WORCESTER TELEGRAM-GAZETTE

BASIC CBS

580 KC
5000 Watts

EARLY RISERS LOVE THIS GUY!

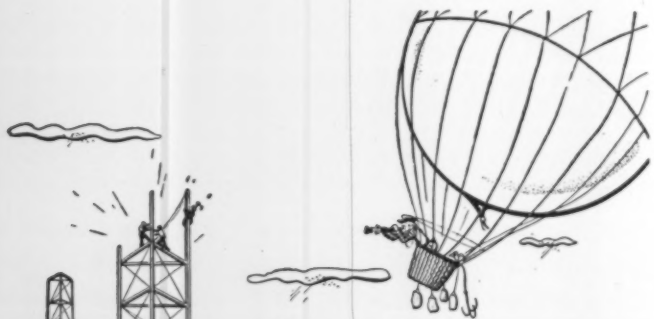
JIM BOYSEN

6-7 a.m. daily, "Alarm Clock Serenade" gets out of the groove of stereotyped "time-tunes-temperature." It puts bubbling Jim Boysen to work slaving over a hot microphone and bringing joy to the land in terms of the stuff he dreams up . . .

IT'S AVAILABLE FOR PARTICIPATION

You cover an area of Minnesota responsible for at least 65 per cent of the retail and wholesale business of the entire State with

WTCN
MINNEAPOLIS — ST. PAUL
AMERICAN BROADCASTING COMPANY
FREE & PETERS • NATIONAL REPRESENTATIVES



KCMO is up to something!

KCMO

KANSAS CITY 6, MISSOURI
Basic ABC for MID-AMERICA
NATIONAL REPRESENTATIVE...JOHN E. PEARSON CO.

COMMERCIAL

T. R. (Ted) **MORROW** has been appointed advertising manager of WJOY Burlington, Vt. New ABC affiliate to begin operations later in the summer on 1230 kc with 250 w. Former manager of CKGB Timmins, Ont., Mr. Morrow assisted in organization and opening of CKEY Toronto in July 1944 and most recently has been manager of CKPR Fort Williams, Ont.

O. D. RYDER, comptroller of CBS Western Division, has received a citation from Hollywood USO "in appreciative recognition of assistance in maintaining our program of entertainment, hospitality and fellowship for service men and women of World War II."

WLAN Lancaster, Pa., new station which began operations Aug. 1, has appointed Forjoe & Co. as national representative.

FRANK DOUGHERTY, account executive of KLAC Hollywood, has joined sales department of Keenan & Eichelberg, Los Angeles, station and publishers' representatives.

ALEXANDER MacGILLIVRAY, comptroller of RCA, Camden, N. J., has been named chairman of industry conference of radio, electronics and allied industries controlers which will be a part of the forthcoming fifteenth annual meeting of the Controlers Institute of America to be held Sept. 15-18 at Hotel Commodore, New York.

THOMAS WARNER, program director of CJKL Kirkland Lake, Ont., has been promoted to commercial manager of CJKL. **PETER CARNEGIE**, discharged from the Canadian Army, has joined station as a salesman.

WES BAULDRY, formerly with J. J. Gibbons Ltd., Toronto advertising agency, has joined the sales staff of CKGB Timmins, Ont.

RUSSELL UPTON, discharged from the Canadian Army, has joined the sales staff of CKWS Kingston, Ont.

KAY FARRELL, traffic manager of CKGB Timmins, Ont., was married July 23 to Peter Bowie of Timmins.

DICK HASBROOK, sales representative of WIS Columbia, S. C., has obtained his private pilot's license.

FRANK JOHNSON has rejoined the sales staff of WFLA Tampa, Fla., after two years in the Army.

MACINTOSH (Tosh) MacDONALD, former account executive at CKNW New Westminster, B. C., has left the station. He and his British bride are on their way back to England.

STAN BAILEY, former assistant eastern manager for the Scripps-Howard national advertising department, and associated with the firm for 18 years, has been named vice president in charge of the New York office of Burn-Smith Co., it was announced last week by John A. Toothill, president of Burn-Smith Co.

Mr. Bailey

DAVE MANNING, former account executive with Charles H. Mayne Adv., Los Angeles, has joined KIEV Glendale, Calif., as account executive. **WAYNE MULLER**, announcer with station, has been promoted to account executive.

WCHA Chambersburg, Pa., has appointed Forjoe & Co., New York, as station representative. WCHA is assigned 1000 w on 800 kc. Station first goes on the air Aug. 11. **SAM BOOTH** is the general manager.

WINR in Binghampton Debuts as NBC Outlet

WINR Binghampton, N. Y., NBC's 157th affiliate, went on the air Aug. 5, with 15 quarter hours daily of programs sponsored by local firms.

A capacity gallery attended a woman's audience participation show, and a *Man In The Street* broadcast later drew large crowds. Station operates on 1490 kc with 250 w power fulltime. It is owned by Southern Tier Radio Service Inc. E. R. Vadeboncoeur, vice president and manager of WSYR Syracuse, has an interest in the station. General manager is David Carpenter.

NBC Backs Du Mont

DU MONT booklet, *The Truth About Color Television*, a technical discussion of the problems leading up to the conclusion that "practical commercial color television for the home is still in the far distant future," is being distributed by NBC with an insert terming it "an excellent presentation of the subject."

FOUR NEW SERIES WILL START ON ABC

INAUGURATING its fall programming schedule, ABC will present four new shows, two of them audience participation and two comedy.

Starting today (Aug. 12) *Meet Me in Manhattan* will be heard on ABC Monday-Friday, 4:30-5 p. m., starring Walter Kiernan, heard on the ABC co-op show, *Kiernan's Corner* as m. c. and Gene Kirby as announcer. The program will feature games and studio audience participation in contests with a "celebration table" bringing people on the air who are celebrating something special.

The second new program, entitled *The Society of Amateur Chefs*, will make its debut Aug. 13 and will be heard each Tuesday, 9-9:30 p. m. Featuring Allen Prescott, who has his own show on ABC, as m. c., the series will present each week guests who are noted writers, artists, actors, musicians, etc., who are also amateur chefs. Members of the studio audience will share in the questions and answers.

A new half-hour comedy show, slated to start in late August, will feature Henry Morgan, heard regularly on his own show *Here's Morgan* on ABC. Broadcast time of the new program will be announced later.

Fourth new ABC program, with a comedy format, is reported by the network to be written and packaged by "one of the top writers in the field" with the starting date and broadcast time to be announced in the future.

"If you want to buy a good time...

Listen to ABC"

SHREWD users of radio know that good ABC time periods purchased *now* mean valuable franchises for the competitive years ahead. Among those who have already nailed down such periods are Bristol-Myers, Libby-McNeill and Libby, Carter Products, Curtis Publishing Company, Quaker Oats, Dr. Pepper, Ford, U. S. Steel, B. F. Goodrich and Gillette.

These advertisers have taken an up-to-date look at the radio field before making commitments. They know about the outstanding progress that ABC has made—and make their own decisions accordingly.

Take the matter of coverage, for example. In the four years this network has stood on its own feet, ABC has registered notable improvements in 107 of the first 300 U. S. markets through—

1. **Increased power.**
2. **Better frequency.**
3. **Switch to a better station.**
4. **A new station in an important market not previously covered.**

Today, more of these major markets are covered *from within** by ABC stations than by any other network. And advertisers know these are the areas where the bulk of the nation's spendable income is found — where sales are made at the most profitable level.

Things have happened. As you recheck your radio plans, take a good look at today's ABC.

**Meaning a station actually located in the market.*

7 REASONS
why more leading advertisers sit up and listen to ABC

1. **REACHES 22,000,000 FAMILIES,** located in practically every major market in the U. S.
2. **ECONOMICAL RATES** make possible nation-wide coverage of important markets at low cost per thousand listeners.
3. **207 STATIONS** — covering more of the 300 major U. S. markets *from within* (actually located in the markets) than any other network.
4. **EXPERT PROGRAM SERVICE** available if and when you want it.
5. **EFFECTIVE AUDIENCE PROMOTION** that keeps building a bigger and bigger audience for ABC advertisers.
6. **GOOD WILL** — a nation-wide reputation for public service features that present *all* sides of vital issues.
7. **PRACTICAL TELEVISION** — program-building on an economical basis.

American Broadcasting Company

A NETWORK OF 207 RADIO STATIONS SERVING AMERICA

To a man starting a

HOW 42 BR

In the Public Interest

Today, more than ever, radio broadcasting requires a *variety of material* to build programs in the public interest. No other service could be more helpful in this respect than World Library. For World today puts over 4,000 selections at your finger-tips. This material can be used in building public service programs. When you build programs with World material, you're building good-will at the same time.

ga Radio Station . . .

42 BROADCASTERS FOUND AN ANSWER TO A BASIC PROBLEM

To meet today's program requirements, the broadcaster must have a well-rounded source of program material. This service should provide him with a wide variety of music with which to build almost any type of program—*classical, concert, folk songs, patriotic, novelty, salon, Latin American, college, religious, holiday, music appreciation*, and many others. It should also provide him with production aids such as themes, bridge and mood music.

The World Library is just such a service.

It was founded 12 years ago as a specialized branch of World Broadcasting System, Inc. It was the first in the field. Since then, the World Library has grown steadily until, today, over 425 stations rely on it. It is geared to the needs of modern broadcasting. *It can give you over seven hours every day of varied, audience-building programs.*

PROGRAMS

To help build these programs, World Library supplies a Continuity Service. From our New York headquarters a steady stream of smartly-paced scripts—now numbering over 78 a week—are sent to subscribers. With these, program managers find it simple to make best use of the thousands of selections and great variety of music in the library.

TALENT

Well-known radio stars and talent from Broadway and Hollywood are used to build World Library programs. We enlist top-flight orchestras, vocalists and novelty groups . . . great personalities made available through our affiliation with Decca Records, Inc., and through our constant contact with all other sources of entertainment talent.

SUPERIOR REPRODUCTION

As a subscriber to the World Library, you get the benefit of the finest recording equipment and methods. As a Western Electric licensee, World gives you the best possible recording for FM broadcasting and *plus quality* for AM broadcasting . . . through use of the Vertical Wide Range Recording method. This system adds new dimensions to sound reproduction. As a result you get *live-tone* quality from Vertical Cut Vinylite World Library discs.

SHOWS AND TALENT THAT SELL!

With World Library, you have any type of program for your own station needs or any sponsor's program requirements. One of the primary purposes of the World Library is to enable stations to offer programs suitable for sponsorship by local and regional sponsors with big or little budgets.

WORLD LIBRARY
WORLD BROADCASTING SYSTEM, INC.
A subsidiary of Decca Records, Inc. WBS

Builds better programs

NEW YORK
CHICAGO
HOLLYWOOD
WASHINGTON

Editorial

Mr. Kesten Quits

PAUL W. KESTEN has resigned as vice chairman of CBS.

He has been missed since he left his post for an extended rest in Arizona and Mexico. But most of those who knew and respected his diversified talents nurtured the hope that he would return.

Mr. Kesten joined CBS in 1929, and his rise to the vice chairmanship of the board was swift and sure. He distinguished himself in many ways, but in none more certainly than as the dynamic promoter whose keen pen etched that memorable series of network promotion pieces under the title, "This is the Columbia Broadcasting System . . ."

His adversaries, who felt the whiplash of his rhetoric, probably will feel his absence as keenly as his colleagues. And no doubt he will be missed by the members of the FCC, who have reason to respect his profundity.

He, with the able assistance of his lieutenant, Frank Stanton, who succeeded to the presidency, guided a great network through the difficult war years while CBS' chief executive, William S. Paley, was serving in the armed forces. Certainly what rest he finds after retirement from an exciting 17 years in harness he richly deserves.

The Bell Tolls

WE HAVE BEEN watching hopefully for some sign that the press of this nation would awaken to the inherent dangers it faces in any threat against radio. We have seen the sign.

In a recent issue of *The Goldfish Bowl*, official publication of the National Press Club in Washington, there appears an editorial from which this quotation is excerpted:

"With the rise of the influence of radio and the news magazines, there is a natural impulse on the part of those who serve these media to boast. And daily newspapermen are inclined to sneer at radio news coverage. True, its presentation too often is tied up with corny advertising [Ed. Note: Oh, really now]. But all of us should realize that radio news coverage, editing and handling in the big stations and networks has come of age. It is on just as high a professional basis as any high grade newspaper office or news service.

"What we should all remember—daily newspapermen, weekly news magazine and trade writers, and radio news men—is that we are all in the same boat. A threat to the freedom or the integrity of one, to any segment of either press or radio, is an instant threat to all the others, and to the livelihood of every one of us personally."

Well, what do you know? We took the trouble to learn what member of the royal Washington press corps penned this sacrilege. He is James E. Warner, chairman of the NPC publication and New York *Herald Tribune* staffer.

Salud, Mr. Warner! May the other goldfish have the good sense to follow in your wake.

Parlor Patter

FRANCIS H. ROYER, president of the Retail Furniture Advertising Institute, last week said that local furniture stores do not get "the most out of their advertising dollar on radio."

He acknowledges that during the last three years such retailers have devoted "about half" of their advertising budgets to broadcasting.

"They can use little but institutional copy," he said. As a consequence of this belief, Mr. Royer said that his Institute in the future would direct most of its attention toward newspapers, acting as a sort of advertising agency for small stores and preparing art and copy for them.

There are hundreds of radio stations which can point to scores of furniture stores that have quadrupled their business as a result of radio advertising. Certainly Mr. Royer must know of many such cases.

But if he does not, it would be helpful if broadcasters would send such evidence to him. And he might prove to be an interesting chap for the NAB to know.

The Retail Furniture Advertising Institute is located at 123 E. 39th St., New York City.

HOTEL RESERVATION notices for the NAB convention (Oct. 21-24, Palmer, Stevens, Chicago) and TBA Conference and Exhibition (Oct. 10-11, Waldorf-Astoria, New York), have been mailed. Both organizations are urging delegates and guests to make their reservations as soon as possible. Hotel accommodations are extremely limited. To those who wait too long, Chicago and New York hotels will offer their customary Lodging for Latecomers—the lobby.

Poll-itical Question

THERE'S something pretty wonderful about an election.

That might not be immediately apparent to the station manager who clears time for candidates. But it will be apparent to him when he reflects on the fact that whatever freedom he possesses can be attributed to the truth that those who go to the polls are the final protectors of liberty.

No more delicate management problem in radio faces the licensee than his handling of political broadcasting at election time. Candidates, especially in those areas where contests are close, are bound to be fretful and sensitive. They might be manhandled by the press and seek no redress. But wronged by radio, they will turn to reprisals.

This, perhaps, is a tribute to radio, which has exhibited before its tremendous impact upon the voter's consciousness. Having such influence, radio's voice should seek impartiality. It should endeavor to give fair attention to all. It should, in its wisdom, present to the American voter—as no other medium can be said to do—a political prospectus replete with facts upon which he can base his decisions.

The distribution of time for campaigning candidates is a policy problem and requires the personal attention of management. The objectivity management exercises affects directly the cause of democracy.

For as long as there are honest elections, there is freedom—for the people and for the institutions which serve them.

Our Respects To—

JAMES LEWIS MIDDLEBROOKS

JIM MIDDLEBROOKS has seen everything—that is, everything that has transpired in radio in the last three decades.

What he has seen has been good. But all that is water over the electronics dam. Now he wants to see what is going to happen in electronics in the next three decades. As usual he wants a front seat for the show, and as usual he has managed to get what he wants.

The front row seat is at 1760 N St. in Northwest Washington, national headquarters of NAB whose engineering department he has directed since July 1. The trade association, Jim feels, is focal point for electronic developments. There he can serve the industry he has loved since he first tinkered with a spark gap back in 1917 at the age of 11.

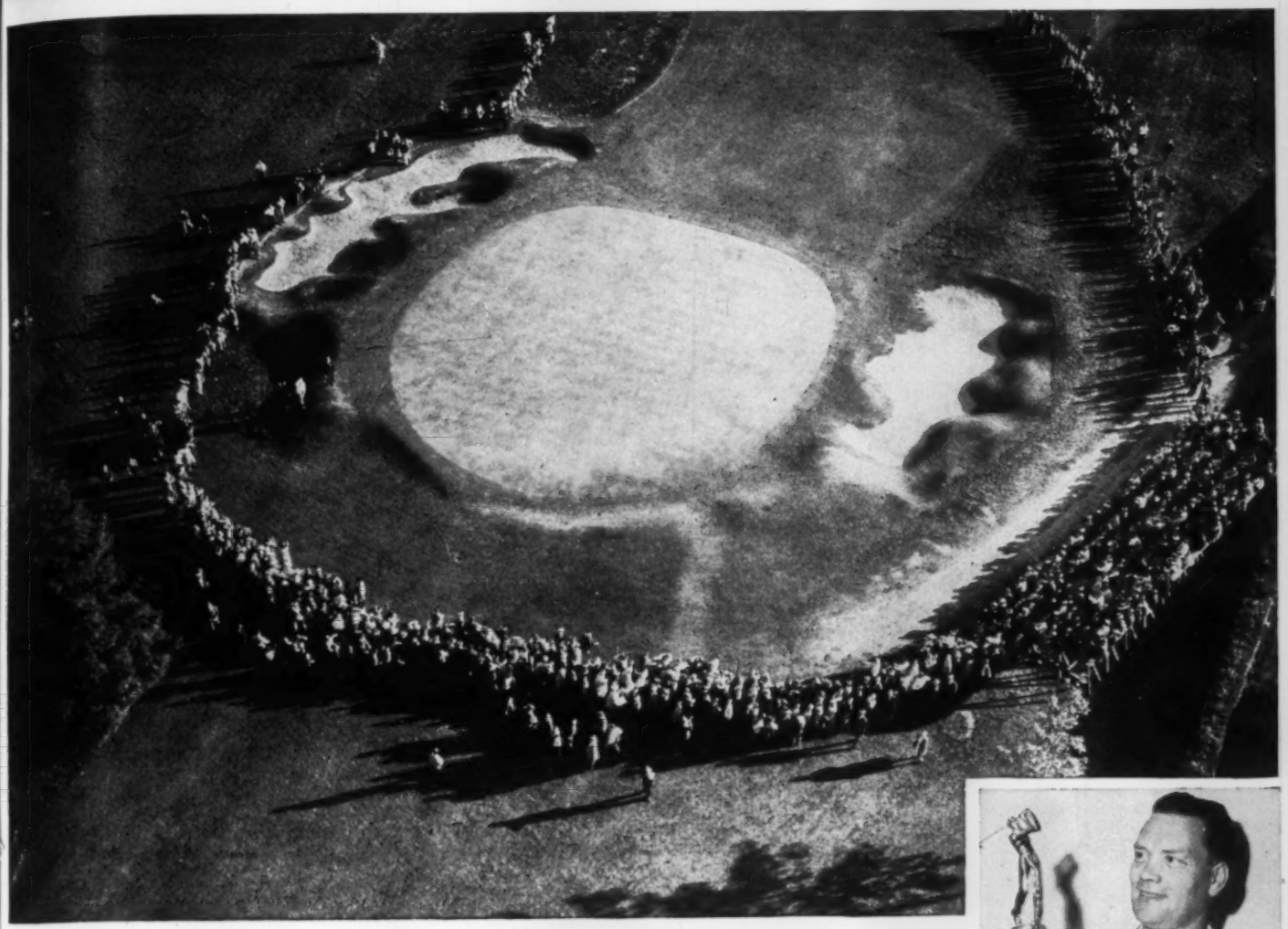
The chance to serve is serious business to Jim Middlebrooks. He has a four-year service record in the Navy that is known to all who took part in the swift development of the electronic machine that did so much to win what has been called an electronic war. He gave up a job as engineering director of the Field stations (WSAI, WJJD, KOIN—and perhaps KJR soon) to step into the NAB post vacated when Howard Frazier decided to enter consulting practice.

There are many lucrative opportunities in electronics for a man who knows construction and electrical engineering, and who has specialized 15 years in radio construction and electronic engineering. After all, Jim has supervised from conception to operation such electronic monuments as WABC New York, WTOP Washington, WEEI Boston, WKRC Cincinnati and KNX Los Angeles.

Fortunately, his combined talents came to the Navy's attention shortly after Pearl Harbor when he was given a lieutenancy in the Bureau of Ships. His first major achievement was typical. Throwing the book out the window, he plugged a vital electronic spot by stringing a 6,500-foot antenna between two mountain peaks in the Sierras, with a 2,000-foot down lead. The tricks that gadget will do are a story in themselves—a story still locked in Navy files.

Whenever anything hot was brewing electronics-wise in the Navy, Jim somehow was on the scene. In the autumn of 1943 he was sent to Trinidad as radio materiel officer on the commandant's staff in charge of installing, maintaining and operating all radio, radar and underwater sound equipment used by the fleet. He designed and installed the large shore

(*Continued on page 52*)



A bona fide golf champion handles KOIN's golf broadcasts. He is Special Events Director JOHNNY CARPENTER, who this year won the First Annual Portland Radio Broadcasters Tournament, and will head KOIN coverage of the PGA Tournament.

A GOLF BUG'S Paradise

When it's time to play, Oregon is the place to be! In this scenic wonderland of the Pacific Coast, you can fish the far-famed waters of the roarin' Rogue . . . pack in by pinto to the lofty Wallowa country . . . or rest your city-weary eyes on rugged coastal views that will remain indelible in the picture gallery of your mind. *Golf*, you ask? Yes, we have that, too. Come to Portland and play some of the sportiest courses in the nation. This is a red-hot golf town. The 1946 UNITED STATES PGA TOURNAMENT will rivet the golfing world's attention on Portland August 19-25. KOIN microphones will get a stiff workout during this event. That's because KOIN serves constantly as a mirror for the interests of Pacific Northwesterners—be it golf or any other community activity.

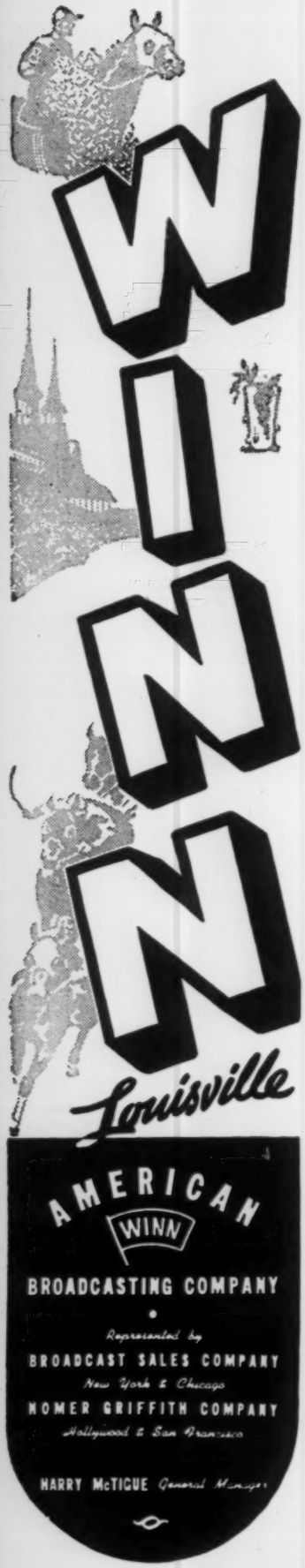
KOIN

A *Marshall Field* STATION

PORTLAND OREGON

CBS

LEWIS H. AVERY, Inc., National Representative



Respects

(*Continued from page 50*)

communications station. Previously he had surveyed electronic repair facilities for fleet and shore bases in South America, Canal Zone, Puerto Rico and Cuba, and had been made officer in charge of the advance radio group of the Bureau's Electronics Division. At Trinidad he received out-of-line promotion to lieutenant commander.

Radio men will remember most of all his developments in 1943 of the famed "packaged radio station." This consisted of a series of stations for every type of naval job—all bundled up and ready for shipment, with everything down to the last nut and bolt. Only a military man can realize the tremendous saving in time and trouble offered by the packaged station.

The package idea simplified his next big assignment—orders to assemble electronics material and personnel to support the Normandy invasion. With the actual invasion only six months off, he took men and supplies to England, setting up at Exeter. Those six months were full of excitement and problems, but when D-Day came every craft in the amphibious force sailed with every piece of electronic equipment in operating condition.

Among the early arrivals at Normandy that D-Day morning was Jim Middlebrooks, with two repair units that maintained beachhead repairs for vessels shuttling from England. He set up the Omaha and Utah beach communications and moved with the Army. At Cherbourg, where he ran into his friend Harry Butcher, of Eisenhower's staff, he set up fleet facilities and the first communciations station in Europe, with the aid of a lot of captured equipment. For this he was awarded the Bronze Star and later the Croix de Guerre.

In September 1944 he was ordered to the Pacific as chief engineer of the Guam Engineering Planning Group, designing and installing communications facilities used by Adm. Nimitz. It was the largest single installation of communications equipment in the world. In May 1945 he was ordered to the Bureau of Ships as officer in charge of shore communications group, directing the designing, installation and maintenance of all electronics equipment used by the Navy. He was relieved of active duty Nov. 1, that year. Latest recognition of his war achievements came in early July with award of the Legion of Merit [BROADCASTING, July 8].

Jim Middlebrooks was born with an electrode in his mouth, Nov. 24, 1906, his father heading the Middlebrooks Electric Co. in Birmingham, Ala. Jim studied to be an electrical engineer at Alabama Polytechnic Institute, in 1927 going into the electrical construction business with his father. Shortly after the elder Middlebrooks died in the depression year of 1931, Jim reluctantly said goodbye to the shop where he had puttered with electronics devices for a decade-and-a-half and sold the business. He figured that the whole project had centered around the knowledge, acumen and integrity of his father.

The Middlebrooks shop had built and sold crystal sets shortly after World War I, and Jim's adolescent digits had helped with each. He got some of the earliest electronic tubes from friendly salesmen representing the big manufacturing concerns and put them to practical and experimental use.

After selling the business he joined WAPI Birmingham as engineer, soon becoming chief engineer. The station, owned by Alabama Polytechnic Institute, was leased to W. H. Pote and Bascom Hopson, who also bought WODX Mobile and WJBY Gadsen. He served as technical director for the group.

CBS Wanted a Man

In 1936 CBS wanted a man who could build a station from start to finish. Birmingham had the man, and Jim Middlebrooks moved to New York. Jim loved it. Every day brought new problems or new projects. He became a long-range commuter when he was building WEEI and WKRC simultaneously, and again when he was putting up the two-story KSFO addition on San Francisco's Palace Hotel and the KNX transmitter at Los Angeles.

When CBS picked Pea Island as a site for its WABC transmitter, Jim often went to work in his own sailboat, satisfying his favorite hobby. Other hobby is photography and Jim will cheerfully show you his photo collection which combines his professional and naval careers with his two hobbies.

He married his Birmingham sweetheart, Dorothy Carlisle, in 1927. They have two children, a boy 4 and girl 7. Jim is a member of the American Society of Naval Engineers, Society of Motion Picture Engineers, Naval Reserve Officers Assn. He is an Episcopalian.

Jim's philosophy is simple. Unassuming and friendly, he follows a straight-line plan, studying the facts, problems and people involved, carefully deciding what should be done, and then doing it. He doesn't stop there, though. When he completes a radio job, he leaves with it a man trained in its operation.

MANAGEMENT

WILLARD DEASON, commercial manager of KTBC Austin, Tex., has been promoted to assistant manager of the station. His successor as commercial manager is **RAY E. HILL**, for many years identified with midwestern and eastern radio and advertising. He started with WTMJ Milwaukee in 1931.

WILT GUNZENDORFER, station manager of KROW Oakland, Calif., is on three-week business trip, visiting New York and Chicago.

GAYLE V. GRUBB, manager of KGO San Francisco, and **JOHN ELWOOD**, manager of KPO San Francisco, boarded the aircraft carrier Tarawa Aug. 1 en-route to Pearl Harbor as guests of the Navy. They were to return by Naval Air Transport arriving at Alameda (Calif.) airport, Aug. 9.

GEORGE C. HATCH, general manager of the Intermountain Network, has been named chairman of the $150,000 Utah State Symphony Progress Fund.

ROBERT G. SOULE, vice president and treasurer of WFBL Syracuse, N. Y., last week addressed a class of 100 Syracuse U. students on "Publicity by Radio."

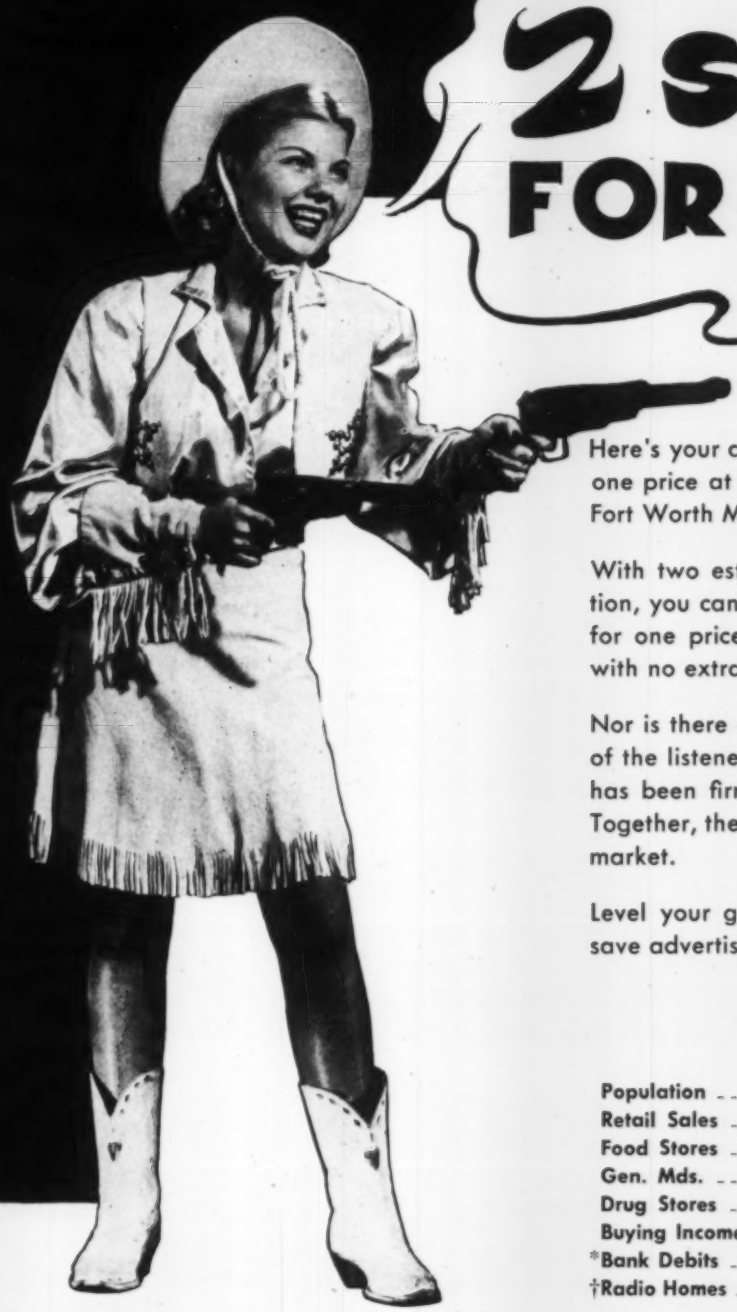
MICHAEL M. SILLERMAN, president of the Keystone Broadcasting System, New York, Aug. 4 became the father of a boy, Michael Tracy.

ROY THOMSON, owner of CFCH North Bay, CJKL Kirkland Lake and CKGB Timmins, Ont., has returned to Canada from England where he went as a delegate to Empire Press Union. Mr. Thomson was subject of a feature article in Aug. 1 MacLean's Magazine, telling the story of his rise as operator of radio station and daily newspaper chain in Canada and West Indies.

ALBERT E. WALKER, former assistant manager of the NBC guest relations department in charge of special activities, has been promoted to executive assistant to **CLAY MORGAN**, who is assistant to the president of NBC. Mr. Walker has been with NBC since 1932.

Agency Considers

TED BATES Inc., New York, last week was reportedly considering Irene Beasley for an audience participation show as a possible replacement for *Bachelor's Children*, sponsored by Continental Baking Co., Mon. through Fri. 10:35-11 a.m. on CBS.



2 SHOTS FOR 1 PRICE!

Here's your chance to blast away with both barrels for one price at a Billion-Dollar target . . . . . the Dallas-Fort Worth Markets!

With two established 5000 watt stations for ammunition, you can now hit Texas' largest market area twice for one price, at simultaneous or separate hours . . . with no extra costs.

Nor is there any risk of shooting "blanks" . . . . proof of the listener-loyalty and pull-value of KFJZ and WRR has been firmly established by extensive surveys . . . Together, they offer a double coverage of a tremendous market.

Level your guns at these dominant twin markets and save advertising costs at the same time.

MARKET DATA

½ MILLIVOLT AREA

Population	1,902,700
Retail Sales	$ 963,424,000
Food Stores	$ 237,279,000
Gen. Mds.	$ 200,767,000
Drug Stores	$ 51,153,000
Buying Income	$1,996,237,000
*Bank Debits	$9,106,710,000
†Radio Homes	376,844

† Radio Market Data Handbook

* Fort Worth & Dallas Only

All other data from Sales Management Survey Buying Power

KFJZ 5000 WATTS 1270 KC

WRR 5000 WATTS 1310 KC

TEXAS' BEST RADIO BUY

KFJZ FT. WORTH — **WRR** DALLAS

TWO STATIONS FOR ONE PRICE

NATIONAL REPRESENTATIVE

WEED & COMPANY

NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD

"THE SELLING POWER IN THE BUYING MARKET"

KWKH

THE SHREVEPORT TIMES STATION
Shreveport, La.

In the Ark-La-Tex Area, KWKH, with its 50,000 Watts is the No. 1 Medium with full coverage and SELLING POWER in this prosperous market.

The Branham Co

GOODMAN ACE, former writer-producer and actor of the CBS "Easy Aces" series, effective Sept. 3, has been appointed supervisor of CBS comedy and variety programs. First presenting his "Easy Aces" show with his wife, Jane, in 1930 on KMBC Kansas City, twice weekly, Mr. Ace went to Chicago in 1931 where his show started on the full CBS network and continued on CBS for 14 years. It was sponsored by Anacin Co. for last 12 years, and had the same agency, Blackett, Sample, Hummert Inc., now known as Dancer, Fitzgerald-Sample, Chicago, for the entire period. "Easy Aces" was discontinued on CBS in 1945.

JINX FALKENBURG McCRARY, co-star with her husband, **TEX McCRARY**, of the "Hi Jinx!" program on WEAF New York, Aug. 2 became the mother of a boy, Patrick, at Polyclinic Hospital, New York. Filling in on the program for Jinx is her mother, Mrs. Mickey Falkenburg, with Jinx participating on the show from a bedside microphone in her hospital room.

GEORGE H. GREEN, former NBC writer-announcer, has joined WAAT Newark, N. J., as continuity chief.

KEITH ENGAR has rejoined the announcing staff of KDYL Salt Lake City after nearly two years overseas with Troop Carrier Command.

BILL HICKOK, former music director of WHAI Greenfield, Mass., has been appointed program director at WNOC Norwich, Conn.

JACK CRAINE, former part-time announcer, has joined the permanent announcing staff of CJOC Lethbridge, Alta.

ROBERT McGALL and **J. IAN REID** have joined the production staff of CBL and CJBC Toronto and **THOMAS L. HILL** has joined the announcing staff of CBM Montreal. All three are among first graduates of the Academy of Radio Arts, founded at Toronto last winter.

ANDY RUSSELL, vocalist on "Hit Parade" sponsored by American Tobacco Co. (Lucky Strikes), effective Sept. 21 will originate his part of the broadcast from the West Coast. Another orchestra, not yet named, will be heard on broadcast accompanying his vocals. Mark Warnow and Orchestra will continue to be heard from New York. Agency is Foote, Cone & Belding, New York.

ARTHUR PICKENS, formerly with KPAS Pasadena, Calif., has joined the continuity department of ABC Chicago. During the war he served with the 15th Air Force and wrote and directed his own radio show "Free For All," broadcast over WWL New Orleans.

CHARLES CORRELL (Andy of "Amos 'n' Andy"), is the father of a boy born Aug. 3.

NORMAN CORWIN, CBS producer-writer-director who is on the around-the-world Willkie Memorial flight, had a private audience with the Pope and interviewed Premiere Alcide de Gasperi while in Rome.

AL MORGAN, writer, director, and producer of "This is New York" on WABC New York, will lecture at Fordham U.'s Collins Theatre on "Radio Writing and Production."

PETER LIND HAYES, comedian, has been signed by Ford Motor Co., Detroit, to appear on Dinah Shore show which starts on CBS Sept. 18, Wednesdays, 9:30-10 p.m. Agency is J. Walter Thompson Co., New York.

GENE CRANE, a veteran of 46 months of Infantry service, mostly in Europe, joins the WCAU Philadelphia announcing staff replacing **KEN CAREY**, who resigned to go into rehearsal for a Broadway play. Mr. Crane was staff announcer at WAGE Syracuse before entering the service.

KURT HETZEL, concert pianist, has been added to staff of WOL Washington. He will present series of classical music programs.

MAJOR ROBB, staff announcer at WQAM Miami, is the father of a boy, Major Harrison II, born Aug. 1.

DOROTHY L. MILLER has been named chief of the continuity department of KGVO Missoula, Mont. She also writes and presents weekday "Club Calendar" program.

CLAUDE SWEETEN, for nine years musical director of KFI Los Angeles, has resigned to join Eagle-Lion Film Corp. as composer-musicial scorer. He continues as musical director of weekly half hour "Your Favorite Story," sponsored on station by Bullock's. **JAMES SAMPLE** succeeds Mr. Sweeten as KFI musical director.

PRODUCTION

MARJORIE CAMPBELL, film director of television station W6XAO Hollywood, and Lt. Joseph E. Lipinski were married at Riverside, Calif., in early August.

TED LENZ has joined KGFJ Hollywood as disc m.c. handling nightly 4½ hour schedule.

LELAND MULLER, former production assistant with 20th Century-Fox Film Corp. and for four years AAF lieutenant, has joined program department of W6XYZ Hollywood, operated by Television Productions Inc., subsidiary of Paramount.

RUBY COOPER has joined WFIL Philadelphia as music and record librarian, succeeding **ERVA GILES** who is devoting full time to training vocal students.

LOUIS T. MARSH, formerly with WMRN Marion, Ohio, and before war service in the Navy with NBC New York, has been appointed head of the new talent and program development division of the program department of WSJS Winston-Salem, N. C. **JOHNNY COMMAS** has been named assistant to Program Manager **ROBERT C. ESTES**, in charge of production.

Mr. Marsh

STANLEY K. SIWEK has joined the continuity staff of WKIP Poughkeepsie, N. Y.

BURKE CROTTY, director of NBC television field operations, is recovering from an operation at Beth David Hospital, New York. He will be away from his desk for several months.

ALICE LINCOLN HUNT, FM supervisor at KYW Philadelphia, and **WILLISON DAILY**, summer relief announcer, have announced their engagement. Mr. Daily is to resume the study of medicine this fall at Temple U.

RALPH REID has joined WNOX Knoxville, Tenn., as announcer. He was formerly with WKPT Kingsport, Tenn.

KEN WRIGHT, former continuity head at WNOX Knoxville, Tenn., has been discharged from the Army and is back at his old post.

FRANK HUBBS, announcer at WMAZ Macon, Ga., has been appointed station program and production manager, filling post vacated several months ago when **LEW KENT** resigned to join WKRC Cincinnati. Announcer **JIMMY VOCALIS** of WMAZ has left the station to return to Atlanta because of the illness of his father. **JIMMY MATTHEWS**, announcer, has been elected to the board of governors of the Macon Optimist Club.

JACK PYLE, one time staff announcer and production man at WCNC Elizabeth City, N. C., and WGH Newport News and WTAR Norfolk, Va., has joined WTMA Charleston, S. C., as announcer. **RALPH STEVENS**, formerly with WLAC Nashville, Tenn., has taken over the early morning program on WTMA. Latter was AAF sergeant, former in Coast Guard for 6½ years.

JACK PEACH, formerly of CBR Vancouver, B. C., and CBC overseas unit, recently discharged from the RCAF, is now in London with BBC where he does the Canadian edition of "Radio Newsreel" and does work for UNRRA.

GERRY WILMOT, formerly of CBR Vancouver, B. C., and CBC overseas unit, has been recommended by BBC to organize a broadcasting system for the British West Indies.

JACK POLLIE, formerly of CKCO Ottawa, has joined the announcing staff of CKWS Kingston, Ont.

GRANT PATRICK has joined the announcing staff of CJKL Kirkland Lake, Ont.

AL COLLINS, formerly of CKWS Kingston, has joined CHEX Peterborough, Ont., as announcer.

ROD DEWAR, formerly of CHEX Peterborough and CJKL Kirkland Lake, has joined the announcing staff of CKEY Toronto.

KENDRICK CROSSLEY has been named chief announcer of CJKL Kirkland Lake, Ont., and **JACK WEATHERAX** has been promoted to program director.

LOU KEMPER, formerly with KMBC Kansas City, is new announcer with WFAA Dallas, Tex.

NATALIE TOWLE has been named first woman disc m.c. at WWDC Washington. She writes her own script. Miss Towle also is music librarian for the station.

GRACE BARTHOLOMEW, former script writer with CHLT Sherbrooke, Que., has joined the continuity staff of CKNW New Westminster, B. C.

GENE RAGLE, announcer and newscaster at WCOL Columbus, Ohio, has been appointed program director of station's new FM outlet, soon to be put into operation.

DON JOHN ROSS, former Midwest-New York announcer-producer, released from the armed forces, has joined WMAL Washington.

TOBE REED, Hollywood freelance announcer, is father of a girl.

Independent

RADIO and Television Directors Guild of Chicago was identified as CIO in Aug. 5 issue of BROADCASTING. The Guild is an independent organization.

NBC

in the Triple Cities
Binghamton • Johnson City • Endicott
It's Always a Good Bet
To Put your Money on the
WINR

BINGHAMTON, N. Y.
HEADLEY-REED, National Representatives

NEWS OF NEWS

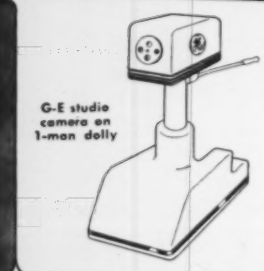
For nearly five years
New Yorkers have learned of
war and peace through the
hourly news bulletins on WMCA.
Now, these special editions of
the news are prepared
and edited by the
Herald Tribune
7 am and every hour
thereafter through 11 pm.

News by one of the world's leading news-gathering organizations presented over America's leading independent station... a public service combination that more than ever keeps metropolitan listeners in the habit of tuning to first on their dials for firsts in the news!

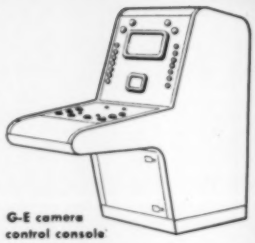
570 · NEW YORK **wmca**

REPRESENTED BY WEED & CO.

"Block-build"

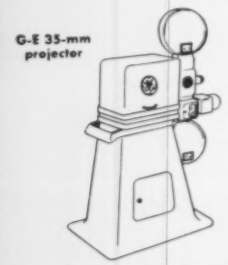


G-E studio camera on 1-man dolly



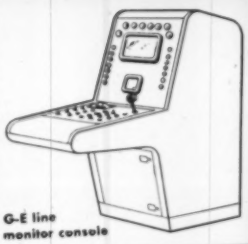
G-E camera control console

Here are the television units that meet every technical and program requirement—based on the experience gained from more than 2000 different telecasts at General Electric's WRGB. Here are units designed to handle every known type of program source. Here are the basic equipments that enable you to "block-build" for future expansion.



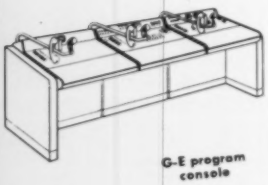
G-E 35-mm projector

G-E film camera



G-E line monitor console

Have you placed your order yet ?

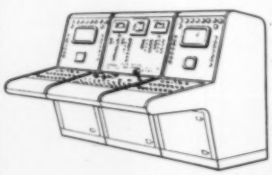


G-E program console

G-E studio camera on 2-man dolly

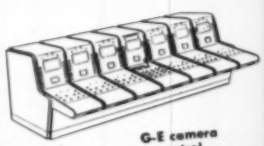
G-E water-cooled, mercury-vapor lights

G-E audio rack



G-E master control desk

G-E video rack



G-E camera control desk

STUDIO AND STATION EQUIPMENT • TRANSMITTERS

GENERAL ELECTRIC

156-E3-6912

with TELEVISION STUDIO UNITS

Low-Cost Community-type Stations — Metropolitan Stations — Rural Stations

Whether you go into television modestly or big-time, G-E *fixed studio equipment* will give you better picture quality, provide a flexibility to match the imagination of any director, furnish the proper program experience right from the start—all at reasonable cost.

Check these important features

SHARPER, HIGHER CONTRAST PICTURES

Picture quality, contrast, and depth to satisfy the most critical audiences.

GREATER FLEXIBILITY

Complete fading and switching facilities assure smooth programming from studios, network, or outside pickup.

TROUBLE-FREE OPERATION

Proved circuits backed by six years of operating experience at General Electric's WRGB.

EASY TO INSTALL

Straightforward wiring and convenient terminal boards simplify inter-unit connection.

"BLOCK-BUILT" DESIGN

Completely integrated studio units are uniform in size and appearance. Easy expansion without duplication. Styled to match the most modern station.

EASY TO MAINTAIN

Vertically mounted chassis, readily accessible from both sides, makes maintenance easy.

SUPPOSE you want to start out small. With the minimum of equipment as shown below in list 1 you can produce such programs as outdoor sports events, network shows, simple studio presentations, speeches, motion pictures, slide projections, and commercials. As more elaborate programs are required or air-time is increased, add to these basic units in almost any combination you desire—up to the maximum requirements of a 6-studio metropolitan station. For example, the equipment requirements for a 2-studio metropolitan station are fully met by the G-E basic units shown below in list 2.

Write for these important G-E Television references

"G-E Television Equipment Data Book". An illustrated description of G-E studio units, transmitters and antennas. This data book is free when requested on your company letterhead.

"Television Show Business". 246 richly illustrated pages of production "know-how" by Judy Dupuy. An indispensable guide to successful programming. $2.50 per copy.

Call your G-E broadcast sales engineer for complete information, or write at once to the *Electronics Department, General Electric Company, Syracuse 1, New York.*

Offices in all principal cities.

1 STARTING SMALL?

Here's what you need for a Community station

One 16-mm projector	One wave-form rack
One slide projector	One general-purpose rack
One film camera channel	Field pick-up equipment
One studio camera channel	Transmitting equipment
One master control desk	Lighting equipment

Audio equipment.

2 STARTING BIG?

Here's what you need for a 2-studio Metropolitan station

Six studio camera channels	Two line monitors
Two film camera channels	Two wave-form racks
Two program consoles	Three general-purpose racks
Two 35-mm projectors	Field pick-up equipment
One 16-mm projector	Transmitting equipment
One slide projector	Lighting equipment

One master control desk

Audio equipment.

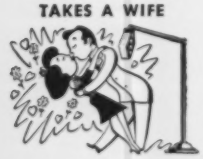
ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

FM • TELEVISION • AM *See G.E. for all three!*

APPOINTMENT TO THE PODIUM

KFI's General Manager, W. B. Ryan, announced this week the appointment of JAMES SAMPLE as director of the KFI Symphony Orchestra for the 1946-47 Season of the "KFI-HOLLYWOOD BOWL YOUNG ARTISTS COMPETITION." In line with KFI's policy of continuously expanding the scope of this annual public interest series, the appointment of JAMES SAMPLE as music director affords the young vocalists and instrumentalists appearing on the programs the opportunity of working with one of America's most promising symphony conductors. Though now only thirty-four years old, JAMES SAMPLE has to his credit a successful European tour as a conductor in 1938; a tour in 1944-45 with S. Hurok and the New York City Opera Company as co-conductor; one year (1945-46) as director of the Utah State Symphony in Salt Lake City; and the recent appointment as Associate Conductor for the 1947 tour of the San Francisco Symphony with Pierre Monteaux.

THE ANNOUNCER TAKES A WIFE



Staff announcer, David Starling, informed us of his week-end marriage to Miss Rita Koval. Dave came to KFI in March of 1940 and left for the Armed Forces on May 15, 1942. He served in the European Theatre as a Lieutenant for four years, returning to the Station early in March of this year.

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

Alto Asks Grant Of KAND Transfer

Petition Seeks to Eliminate Hearing Called by FCC

ALTO Inc., transferee in the proposed $25,000 sale of KAND Corsicana, Tex., has petitioned FCC for approval without the hearing called by the Commission on issues including duopoly implications involving KRLD Dallas [BROADCASTING, June 3].

The petition asks permission to amend the original application [BROADCASTING, Dec. 10, 1945] to show a redistribution of stock ownership cutting to 24% the amount held by persons associated with KRLD or its parent organization, Times Herald Printing Co. It emphasizes that only 16% of Alto stock is now owned by persons who are also Times Herald stockholders, that only one Alto officer is associated with KRLD, and that policies and operation of KAND would be independent of KRLD's. KRLD associates formerly owned 28.9% of Alto.

Service Overlaps

The petition concedes that "the entire service area of KAND lies within the service area of KRLD," but notes that the KAND area is served by 13 other stations daytime and three others at night, and that the overlap is "a minor part" of KRLD's total area.

Under the redistribution of Alto stock, 47% is owned by Wesley W. West, Houston businessman (lumber, banking, cattle, and oil); 18% by P. M. Stevenson, an associate of Mr. West; 10% by J. C. West, now 50% owner of KAND; 1% by Don H. Houseman, Dallas real estate man. The remaining 24% is owned by 12 KRLD or Times Herald associates in shares ranging from 1 to 4%. These include Tom C. Gooch, who controls the publishing company; KRLD President John W. Runyon; KRLD General Manager Clyde Rembert, and Chief Engineer Roy Flynn.

Alto officers now are Mr. Stevenson, president; Wesley West, vice president and secretary; J. C. West, vice president, and C. V. Upton, vice president and treasurer. Only the latter, it was pointed out, is associated with the Dallas interests. The petition asserts that J. C. West, present active partner in KAND (Frederick Slausson owns the other 50%), would remain active after the transfer and that Aubrey Escoe, KAND manager, would be retained in that post.

The petition was filed by Fly, Fitts & Shuebruk, New York counsel.

Billings Complaint

COMPLAINT covering partnership rights to recreated racing programs now being broadcast on KMPC Hollywood, has been filed in Los Angeles Superior Court by Donald Billings. He seeks accounting, injunction and other equitable relief from Jose Hernandez, his alleged partner.

ALLIED ARTS

LOUIS G. COWAN, president of Louis G. Cowan Inc., New York, has been appointed radio program consultant to Show Productions Inc., the radio show producing subsidiary of Dancer-Fitzgerald-Sample, New York. The appointment of Mr. Cowan is part of an over-all agency plan for the creation of new programs and future radio developments. Mr. Cowan will continue as president of his own firm in addition to his new duties. He is originator of "Quiz Kids" and currently is producing "The Fighting Senator" on CBS.

EDWARD ROJO, formerly with Andrea Radio Corp. as manager of export division which he organized in 1934, has been appointed manager of the export division of Electronic Corp. of America International Corp., Brooklyn, N. Y.

LAURENCE G. HILLS, has been elected vice president in charge of finance of RCA Communications, New York. Mr. Hills has been with the firm for 27 years.

HARVEY TULLO has been elected vice president in charge of purchasing of Emerson Radio and Phonograph Corp. Mr. Tullo recently rejoined Emerson from Zenith Radio Corp.

STANDARD RADIO has switched its recording and processing work from NBC and RCA in Hollywood to Columbia Records Co. plant in that city. Move is said to stem from close tie of Capital Transcriptions with RCA.

MARSHAL F. CHAUPAN, ARDEN B. CRAWFORD and **EUGENE A. PETTERSEN**, former client service executives of the A. C. Nielsen Co., New York, have been elected vice presidents of the firm.

TELEVISION - RADIO ENTERPRISES, New York, has signed Paul Tripp and George Kleinsinger to do a quarter-hour program called "Just Imagine." Original musical story will be featured each week.

JOHN TAYLOR, newly assigned executive producer of Carl Wester & Co., Chicago radio productions, is in Hollywood setting up West Coast production offices for the firm. He will supervise all four of the **IRNA PHILLIPS** daytime strips sponsored on NBC by General Mills.

WOOKEY & ROMAN, Hollywood advertising agency, has established a transcription division headed by **HENRY ALLEN** and is producing a new five-weekly quarter-hour open-end comedy-drama series, "Postman Tuttle." Irving Phillips and Herbert Lytton are co-writers, with latter also producing as well as portraying lead character. Series of 260 episodes is being cut by Broadcast Recorders, Hollywood.

GEORGE MANASSA, formerly with War Assets Corp., is now in charge of site sales at Atlanta Concord Surplus Division of Concord Radio Corp. This is a new Concord service to make available Government surplus items to radio and electronics parts buyers. Headquarters are at Atlanta Chandler Warehouse.

ROBERT A. PARSONS, formerly with Gordon Fennell Co., has joined The Collins Radio Co., Cedar Rapids, Iowa, as export sales manager. He was radio technician with Navy during the war.

Mr. Parsons

TOM KOCH has been added to Chicago bureau of Transradio Press as sports editor.

VIDEO ASSOC., formerly Video Production Assoc., television packaging agency, has opened new offices at 515 Madison Ave., New York. **BARBARA E. JONES**, formerly with Frederick Kugel Co., has joined agency as vice president and director of scripts. **ELIZABETH MOTT LEE**, previously with BBC, head of the talent department, has been elected secretary. Company is headed by **PHILIP BRODSKY**, president and **MIRIAM TULIN**, chairman of the board.

KARL F. KELLERMAN, after service with the Navy in which he was a commander in charge of the electronics coordination section of the Bureau of Aeronautics, has been placed in charge of commercials, sales and advertising by Aircraft Radio Corp., Boonton, N. J.

JAC WILLEN, handling radio and exploitation for United Artists Corp., is father of a girl born July 29.

Lubbock Grant

PRINCIPALS in the Lubbock Broadcasting Corp., recipient of a 1 kw daytime station on 950 kc in Lubbock, Tex., announced last Friday by the FCC [BROADCASTING, Aug. 5] are: Walter G. Russell, 33⅓% owner KTNM Tucumcari, N. M., president, 30%; Clyde H. Smith, employed by KTNM, vice president-general manager, 10%; Hoyt Houck, 33⅓% owner of KTNM, vice president, 30%; Robert Houck, secretary-treasurer, 30%. Robert Houck was erroneously listed by the Commission as a partner in KFDA Amarillo.

SURE THING!

We can deliver Radio's Famed
"GOSPEL SINGER"
EDWARD MacHUGH
For Live or Transcribed Show
420 15-Minute Programs
Available
A READY-MADE LOYAL AUDIENCE AWAITS NATIONAL, REGIONAL OR LOCAL SPONSORS

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Time Buyers!

RIDE "Spots" EXPRESS TO PROGRAM RESULTS

• Want a program to do a great job for your clients' products? Want a program so effective . . . so powerful in audience attraction . . . it can really roll up sales? Stop, look and read about the eleven striking programs listed below. It's a sure signal you're on the right track.

Add to this kind of programming the mass markets that these eleven key stations dominate . . . markets comprising 55% of the families in the U. S. with 34.2% more money to spend than the nation's average . . . and you will be quick to recognize why leading advertisers everywhere prefer to use programs on NBC Spot's 11 major stations.

Lines form fast for "Spot's" Express to Program Results . . . so reach for that phone and make your reservations now.

WEAF ..... **New York**
"Bob Smith"—singing, piano-playing one-man show, whose new, across-the-board morning program on WEAF has already won wide acclaim and quick bids for sponsorship. *7:45-8:00 am, and 8:15-8:30 am, Tues., Thurs., and Sat.*

WBZ ..... **Boston**
"Georgia Mae and Her Buckaroos"—a hill-billy group that's become an institution in the Back Bay listening area. *8:45-9:00 am, Monday thru Saturday.*

WGY ..... **Schenectady**
"Otis and Eleanor"—Popular with WGY listeners, this team presents cowboy and folk tunes and a friendly flow of chatter. *8:30-8:45 am, Mon. thru Fri.*

KYW ..... **Philadelphia**
"Lunch Time With a Punch Line"—Not the usual participation show, but a half-hour of fun, frolic and music by live talent, with an emcee and studio audience. *12:15-12:45 pm, Mon. thru Fri.*

WRC ..... **Washington**
"Robert McCormick"—This distinguished news analyst, heard daily on the NBC Network, is available for local sponsorship on WRC. *12:45-1:00 pm, Mon., Wed., and Fri.*

KDKA ..... **Pittsburgh**
"Starlets on Parade"—Emceed by affable Ed Schaughency, these 40 talented, singing youngsters are Pittsburgh's favorite and most entertaining kid show. *9:30-10:00 am, Saturday.*

WTAM ..... **Cleveland**
"News"—Reported in brisk and authoritative style by Joe Mulvihill, ace WTAM newscaster. *7:00-7:10 am, Tues., Thurs., and Sat.*

WOWO ..... **Fort Wayne**
"Nancy Lee and the Hilltoppers"—a bright aggregation of rural rhythm stars long familiar to WOWO listeners. *1:30-1:45 pm, Saturday.*

WMAQ ..... **Chicago**
"The Roens"—Elizabeth Hart and her husband, Louis Roen, well-known WMAQ personalities, discuss current topics in an engaging manner. *12:30-12:45 pm, Tuesday and Thursday.*

KOA ..... **Denver**
"Harkness of Washington"—with his clear analyses, sheds an illuminating light on daily activities in the nation's nerve center. *11:30 pm Monday; 11:15 pm, Tues. thru Fri.*

KPO ..... **San Francisco**
"Larry Smith"—Years of experience as a newsman in Tokyo account for this commentator's insight on Far Eastern affairs. *9:30-9:45 am, Mon., Wed., and Fri.*

NBC SPOT SALES

New York, Circle 7-8300 . . . Chicago, Superior 8300 . . . San Francisco, Graystone 8700
Washington, Republic 4000 . . . Cleveland, Cherry 0942 . . . Hollywood, Hollywood 6161
Denver, Main 6211 . . . Boston, Hancock 4239

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

TECHNICAL

ROGER JENKINS, former chief engineer at WLAK Lakeland, Fla., and Army veteran of the Mediterranean theatre, has joined the engineering staff at WFLA Tampa, Fla.

GUY CORBEIL and **JOHNNY WELSH** have been added to the operating staff of CJAD Montreal.

ROBERT INGLE Jr. has returned to the engineering staff of WMAZ Macon, Ga., after spending several months at the Valparaiso Radio Technical School, Valparaiso, Ind.

LLEWELLYN BATES KEIM, formerly with the Kyle Corp. as sales manager in electronics and with Muzak Radio as chief engineer and operating head, has joined The Daven Co., Newark, as field electronics engineer.

Mr. Keim

BILL BRICKER, formerly with WCNC Elizabeth City, N. C., has succeeded **BILL KISER** as engineer with WPIK Alexandria, Va.

ALLEN GUNDERSON, chief television engineer at KDYL Salt Lake City, is the father of a boy.

ROBERT McCABE, control room engineer of WFBL Syracuse, N. Y., is the father of a boy, James Vincent.

HALLICRAFTERS Co., Chicago, has taken partial occupancy of its new $600,000 west side factory and expects to have four new production lines in operation within 30 to 45 days.

INTERNATIONAL STANDARD ELECTRIC Corp. has arranged distribution in foreign countries of facsimile and telephoto products manufactured by Time Telephoto Equipment Inc., wholly-owned subsidiary of New York Times Co. International Standard is manufacturing and sales organization of the International Telephone and Telegraph Corp. Originally developed for newsphoto transmission, equipment was used for many other purposes during war.

RADIO FREQUENCY LABS., Boonton, N. J., has announced a new r-f probe for functional testing of high frequency power circuits. AM, FM and television transmitters up to 1500 mc can be checked throughout by the probe which employs a Weston 506 meter. Unit measures ¾ inch diameter with overall length of 11 inches.

FRANK DENTON, technical supervisor at WMAZ Macon, Ga., is the father of a girl, Deryl Joyce, born Aug. 2.

FOUR-ELECTRODE transmitting tube, Type GL-5D24 announced by General Electric Co. Electronics Dept., is designed for use as an amplifier, oscillator or class B modulator. New tetrode tube was designed to provide a basic power tube for FM transmitters, according to J. E. Nelson, transmitting tube sales manager. Frequency range includes the 6 meter band and the tube can be used in class C telegraphy. Maximum ratings apply up to 85 mc. Tube is said to have maximum d-c plate voltage rating of 3500 volts, maximum plate input rating of 600 w, maximum plate dissipation rating of 200 w for continuous commercial service. Output is sufficiently large to handle final stage of low-power transmitters while also serving as a driver.

Memory Honored

JOHN PAVLIS, salesman for WMT Cedar Rapids, Ia., who was killed in action in 1944, had promoted the first model airplane meet in Cedar Rapids. Yesterday the Young Men's Bureau of the Cedar Rapids Chamber of Commerce held its largest model plane show and called it the John Pavlis contest in his memory. Prizes totaling $500 were awarded and several thousand spectators attended.

NEWS

BEN CHATFIELD, co-founder of the Daily Pacifican, Southwest Pacific armed forces paper, has been appointed news editor of WMAZ Macon, Ga., succeeding **FRANK HUBBS**, promoted to program director and production manager. Mr. Chatfield has been with station since March, following release from service.

RAYMOND C. HUFFER has joined the newswriting and continuity staff of WFAA Dallas, Tex. He wrote a thesis on "What Radio News Means to a Small Town" to get an M.A. in journalism at U. of Iowa in June.

JOHN E. MILLER has been promoted at WSJS Winston-Salem, N. C., to director of sports, special events and public interest features.

DONALD LAUBENSTEIN, former serviceman, has been added to the local news bureau of WJTN Jamestown, N. Y.

WILM Wilmington, Del., has acquired its own set of meteorological instruments to localize its weather reports.

BOB EASTMAN, director of news and special events for KOMA Oklahoma City, has been awarded private pilot's license, and flies to coverage of out-of-town broadcasts.

Blackout

TRAVELLING at 525 miles per hour in Army's XP-59 jet plane, Ray Clark of WOW Omaha broadcast description of acrobatic flight, yelling into hand mike and blacking out for 30 seconds after series of rolls and other maneuvers. Pilot gave him the "works," not realizing that yelling made blackout nearly impossible.

JOE WILLS, newscaster of WOAI San Antonio, has married Dorothy Perkins of Cameron, Tex.

BILL CUNNINGHAM, MBS news commentator in Boston, whose syndicated news column is carried in the Boston Herald, will have his column published in most of the cities in which his MBS broadcast is heard, according to United Features syndicate.

BOB BENDER, for two years assistant to **BILL STERN**, NBC sportscaster, and of late staff announcer and sports writer at WTAR Norfolk, Va., has been named head of the sports department at WTMA Charleston, S. C.

DR. FRANK KINGDON, educator, speaker and former president of Newark U., Newark, N. J., today (Aug. 12) starts new series of news commentaries on WOR New York, Mon. through Fri. 6-6:15 p.m.

EARL ROSS, formerly with CJCH Halifax, N. S., has been added to news and feature staff of CJAD Montreal. He works on night shift.

KOA Denver has added three new staff artists. They are **LENNIE BAYLINSON**, who gives a program of Novachord music; **FRED NESBIT**, baritone, and **NICK PERITO**, accordionist.

LOOK

What You're MISSING . . .

There it is—right under your nose! We're talking about the opportunity to sell the BILLION DOLLAR 'Ole Miss Market. Swivel your eyes around and take a look at Mississippi — the South's No. 1 expanding market with tax collections for the first three months of 1946 up more than one and three-quarter million dollars. You can't MISS Mississippi — that is, if you're smart enough to broadcast your sales message over all The 'Ole Miss Stations!

THE 'OLE MISS STATIONS

WAML	Laurel	WGCM	Gulfport	WLAU	Laurel
WCBI	Columbus	WGRM	Greenwood	WMIS	Natchez
WCOC	Meridian	WJDX	Jackson	WQBC	Vicksburg
WELO	Tupelo	WJPR	Greenville	WROX	Clarksdale
WFOR	Hattiesburg	WJXN	Jackson	WSLI	Jackson

MEMBERS MISSISSIPPI BROADCASTERS ASSOCIATION

An All-Time Favorite

I WONDER WHO'S KISSING HER NOW

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BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

You Wouldn't Go Swimming In your Overcoat!

and you shouldn't try to cover OKLAHOMA without the

OKLAHOMA NETWORK

The right coverage is important! So why try to cover Oklahoma without the Oklahoma Network . . . the network which offers you SEVEN stations . . . each with a concentrated audience in the seven major markets of Oklahoma . . . each with DOMINANCE in their markets . . . most of them ALL OF THE TIME! You can use all seven stations, or as few as three . . . and still get the network rate!

ONE CONTRACT • ONE CONTACT ONE STATEMENT!

ASSURES YOU *Audience* IN THE RICHEST MARKETS IN OKLAHOMA

AFFILIATED WITH
TAYLOR-HOWE-SNOWDEN
Radio Sales

AMERICAN BROADCASTING CO., INC.
AFFILIATES IN OKLAHOMA

ROBERT R. ENOCH, MANAGING DIRECTOR, APCO TOWER, OKLAHOMA CITY 2, OKLAHOMA

Now!

GREATER POWER

BETTER SERVICE

NOW OPERATING ON

5000 WATTS

STILL

590

ON YOUR DIAL

KTBC

KTBC

CBS

AUSTIN TEXAS

KTBC gives you unmatched coverage of this rich, responsive market in the Heart of Texas—plus outstanding listener rating and super programming at all hours! A buy worthy of your consideration!

REPRESENTED BY

TAYLOR HOWE SNOWDEN Radio Sales

A SPECIAL U. S. Savings Bond half-hour transcribed radio program, "A Story for V-J Day," was shipped last week to all stations in the country for broadcast Aug. 14, according to Brent O. Gunts, chief of the Savings Bonds Radio Section. Written by Hector Chevigny, with an original musical score by Mark Warnow, featuring John Gibson and other radio actors and actresses, program is a dramatic fantasy, the story of an ex-G.I. who finds a state of confusion existing in the U. S. upon his return from the service and is given the power by mythical philosophers and dictators of the past to run things "his way."

Baseball Special

AS A PRELUDE to the All-Star vs. New York Sandlot Baseball League game slated for Aug. 15 at the Polo Grounds, New York, WNEW New York is presenting a series of six special programs Aug. 8, 9, 10, 12, 13 and 14, 10-10:15 p.m. The series features distinguished baseball players of yesterday and today including Joe DiMaggio, Bill Dickey, Rabbit Maranville, Ray Schalk and Carl Hubbell, and Mrs. Lou Gehrig, widow of the late Yankee first-baseman, along with sports authorities, in outlining the role of sandlot baseball in promoting healthy living habits, community spirit and the development of ideals of fair play.

CBS Switch

CBS ARMY recruiting show, "Sound-Off with Mark Warnow," which has been summer replacement for "The FBI in Peace and War," Thurs. 8:30-9 p.m., will be extended on that network for two weeks when it switches time Aug. 23 and 30 to Fri. 8-8:30 p.m. "The FBI in Peace and War," sponsored by Procter & Gamble Co., Cincinnati (Lava soap), returns to CBS Aug. 22, Thurs. 8:30-9 p.m. Agency for Procter & Gamble is The Biow Co., New York, while N. W. Ayer & Son, New York, handles Army recruiting campaign.

Two New on WOL

FASHION news and tribute to outstanding Government girl, plus music of top band of week, are featured on new Sunday evening half-hour series started by WOL Washington. Titled "The Show of the Week," program is sponsored by Brentley Fur Co., Washington, through Kronstadt Adv., that city. Sept. 2, WOL begins "The Man Behind the Band," Mon. through Fri. late morning show to feature Bob Knight, Capital orchestra leader. Frozen Food Stores Inc., local chain, will sponsor, placing through Kal, Ehrlich & Merrick, Washington.

Dramatic Series

ONE-HOUR DRAMATIC presentations on the CBC Trans-Canada network start Sept. 29, featuring adaptations of famous novels, short stories, plays and biographies. The program, "Stage 47" will be fourth annual series in Sunday evening programs by CBC. Program will be directed by Andrew Allan from CBL Toronto and will feature works of Shakespeare, Ibsen, Chekov, Sophocles, Fielding, Dickens, De Maupassant and other classical authors.

P & G Returns Mystery

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), Aug. 19 returns "Mystery of the Week" on the CBS full network, Mon. through Fri. 7-7:15 p.m., and drops the "Lanny Ross Show," which before its summer hiatus was heard on a split CBS network with "Mystery of the Week." Agency for Ivory soap is Compton Adv., New York.

Double Switch

PHILIP MORRIS & Co., New York, effective Sept. 20 switches "It Pays to Be Ignorant," currently heard on CBS Fri. 9-9:30 p.m., to Fri. 10-10:30 p.m. On same night the Borden Co., New York, switches "Tommy Riggs and Betty Lou" on CBS from Fri. 7:30-8 p.m. to Fri. 9-9:30 p.m. The agency for Philip Morris is The Biow Co., New York, while Young & Rubicam, New York, handles Borden account.

duPont Resumes

E. I. duPONT DE NEMOURS & Co., "Cavalcade of America" Monday 8-8:30 p.m. on NBC returns to the air after a summer hiatus Aug. 26. First program will be "The Old Fall River Lane," originating in Hollywood. Plans are for show to continue from West Coast for first 13 weeks. Agency is BBDO, New York.

Horse Race Team

THE SARATOGA horse races are being carried Aug. 10, 17 and 24 on CBS, 5-5:15 p.m., with Joe Palmer, New York Herald Tribune turf writer, Sid Feder of AP and Gene Ward of the New York Daily News doing commentary on those respective dates. None of the three has been heard on a network broadcast previously. The broadcasts are under the direction of Jimmy Dolan, CBS assistant director of sports. Introduction of these new commentators is in keeping with CBS Director of Sports Red Barber's new policy of inaugurating as many new voices as possible. It is his intention to build a national staff of sports broadcasters, each as a specialist in his field, to cover headline events throughout year.

PROGRAMS

Wrong Party

SINCE "Midnight in Dixie" request record show of WPTF Raleigh, N. C., hit the early hour air Lalla and Rex Gribble of Charlotte, N. C., are not getting much sleep. Particularly since show encourages both local and long distance calls. Phone number used by WPTF in Raleigh is same as that of the Gribbles, 8311. Postcard from the Gribbles to program m.c. requested "Didn't Sleep a Wink Last Night," in addition to request for better station identification.

Maritime Appeals

MANY radio advertisers are volunteering their support in answer to a special appeal made by the Advertising Council to help recruit 4,800 licensed officers needed to man 400 additional Merchant Marine ships before Sept. 1. The Council said radio appeals are being carried on leading network shows explaining these men are needed so that relief shipments may proceed.

Anniversary Event

CELEBRATING 100th anniversary of the raising of the American flag over Los Angeles, ABC on Aug. 13 will present special program featuring George Jessel as m.c. and Walter Huston as narrator of a drama describing progress of the city since it became a part of the U. S. Broadcast at 10:30 p.m., show will include Frank Sinatra, Judy Garland, Margaret O'Brien and Mayor Fletcher Bowron of Los Angeles.

Old News Stories

A PART of the daily 7 p.m. air edition of The Philadelphia Inquirer on WFIL Philadelphia effective Aug. 12, "The Pages of Time," featuring Wally Butterworth, will be syndicated by the station as quarter-hour disc series for offering to stations. Mr. Butterworth will read from old American newspapers those stories which have counterparts in today's news.

Period Designated

TO BUILD audience for public interest features, KYW Philadelphia has designated 9:30 a.m. period Monday through Friday for programs of public service nature.

On Sex Crimes

DISCUSSION of juvenile sex crimes was aired over WOV New York in a special midnight broadcast Tuesday, featuring Dr. Ralph Banay, medical authority on sex offenses, and Harold Shevelson, managing editor of Coronet. WOV remained on air after its regular sign-off hour in order to reach an adult audience.

On the Inside

EAVESDROP format is used on new WPEN Philadelphia news commentary "Private Line From Paris." Listeners hear weekly conversation between Correspondent John LaCerda in Paris and his managing editor, Dwight Perrin at WPEN. Spot news and interviews on Peace Conference are heard on Fri. 6:45-7 p.m. series.

Veterans Service

VETERANS service feature to be started in September by WTTM Trenton, N. J., "Pin-Up Serenade," will be presented in cooperation with the Veterans Service Bureau and will assist former servicemen to secure suitable jobs and homes. Program will be heard thrice weekly.

Aviation Stories

WPIK Alexandria, Va., is presenting new weekly program, "Aviation in the News," Mon. 2-2:15 p.m. Week's review of human interest stories in commercial aviation is presented by O. C. Enge, manager of traffic and sales for United Air Lines in the Washington, D. C. district. Program is concerned with all airlines.

Social Disease Series

ENDORSED by California State and Los Angeles County medical authorities and as a public service, KXLA Pasadena has started transcribed weekly quarter hour dramatized educational program on social diseases. Titled "Syphilis Series" each program is complete.

Water Safety Series

IN AN EFFORT to aid in cutting down numbers of summer drownings, CKLT Toronto has started a series of quarter-hour programs on safety first in the water, with interviews with life savers on what to do to help in a rescue or resuscitation.

Around the Town

A SATURDAY NIGHT program "Town Tonight," is aired for an hour on CKGB Timmins, Ont., with interviews, discussion of interesting people, events of the week in Timmins and district, visits to music halls and clubs.

Local Experts Quizzed

PROMINENT local experts discuss questions of the day on "The Richmond Rountable" heard on WMBG Richmond, Va., Tuesday nights. Queries telephoned in during broadcasts are immediately fired at the panel.

KFNF to Cover Rodeo

KFNF Shenandoah, Iowa, has secured exclusive broadcast rights to cover forthcoming Sidney (Iowa) Rodeo. KFNF programs will be sponsored by United Hybrid Corn Co., Shenandoah.

THE MID SOUTH NETWORK

Serving the fastest growing area of the Deep South

THE IMES STATIONS

WCBI — *Columbus, Miss.*

WELO — *Tupelo, Miss.*

WROX — *Clarksdale, Miss.*

WMOX — *Meridian, Miss.*

BOSTON'S BEST BUY!

WORL

THIS LITTLE BUDGET WENT TO THE
"920 CLUB"

Boston, Massachusetts

ISN'T it only natural when you find . . .

1) a one-station market
2) which geography made singularly community-conscious
3) reached adequately by no other station
4) and whose 38,000 * folk depend on one station for complete radio entertainment—ABC, MBS, local shows and news—

. . . isn't it only natural to find really responsive coverage—people who buy? This is ZBM, the only adequate radio coverage of Bermuda. Rising imports from U. S., now 17 millions, attests Bermuda's interest in your product. Write or wire Cole E. Wylie, Mgr.

* Including Kindley Field and U. S. Naval Base.

Only ZBM (250 WATTS) Covers Bermuda
ABC • MBS
National Representatives
JOHN BLAIR (United States) HORACE STOVIN (Canada)

AGENCIES

FRANK KEMP, media supervisor in charge of the Procter & Gamble account at Compton Adv., New York, effective Aug. 19 leaves to become media director of Dancer-Fitzgerald-Sample. New York. **BILL MALLIFERT**, head timebuyer of Compton Adv., will take over Mr. Kemp's duties as media supervisor in addition to his timebuying activities.

RICHARD D. La FOND, formerly public relations director of Sperry Products, Hoboken, N. J., has opened an advertising agency under his own name with offices located in the Salmon Towers Bldg., Fifth Ave. and 42d St., New York. The agency is currently handling the Nancy Dale account, makers of Date Night shampoo, which sponsors participations on the Arthur Godfrey show on WTOP Washington and the Ruth Crane show on WMAL Washington.

WILLIAM E. LARCOMBE, former account executive and director of J. D. Tarcher & Co., New York, has retired.

ERNEST J. ZIELIN, former publicity representative for the New Haven Railroad, New York, has joined Duane Jones Co., New York, as publicity director.

L. BROOKS ELMS, formerly with J. M. Mathes Inc., New York, as an account executive and prior to that with Foote, Cone & Belding, has joined Geyer, Cornell & Newell, New York, as executive vice president.

RUTH BRANCH GARRISON, former assistant to the general manager of Tell City (Ind.) Chair Co., has joined Piedmont Adv., new agency in Salisbury, N. C.

WELLS W. SPENCE has been named vice president and a member of the plans board of Hanly, Hicks & Montgomery, New York. He recently joined agency after four years with Sterling Drug.

JAMES HOULAHAN, vice president of William Esty & Co., New York, has been named executive vice president to **WILLIAM ESTY**, president. **JULIAN FIELD** and **JAMES MARTINDALE**, both with agency's copy department, also were appointed vice presidents.

MORRISON H. STEWART, former advertising manager of Golden State Co., San Francisco, has joined Robert B Young Adv., that city, as account executive.

BARBARA HATHAWAY, former radio writer of Atherton & Gresham, Hollywood, has joined Arthur W. Stowe Adv., Los Angeles, production department.

PAULINE WATROS has been appointed media director for Shaw-Lavally, Chicago. Miss Watros, who joined agency when it was formed nine months ago, previously had been in media department of Leo Burnett Co., Chicago.

JOHN R. BOWERS, after service with the Navy as lieutenant, has joined Brooke, Smith, French & Dorrance, Detroit, as research librarian. **FRED P. ZICK**, after two years with the Army, where he served with the Army job training program, has returned to the agency's Detroit office as production and traffic supervisor.

JAMES H. WEST, member of the radio department of Dancer-Fitzgerald-Sample, has resigned to become radio director for H. W. Kastor & Sons Adv., Chicago. Before joining D-F-S, Mr. West was assistant to **W. H. RAMSEY**, radio director of Procter & Gamble In 1943 Mr. West was made manager of the Hollywood office of D-F-S where he produced "I Love A Mystery" and "The Star Playhouse." He was transferred to Chicago in 1944. **BEN GREEN**, former radio director for Kastor, has been named director of new program development for the agency.

Mr. West

ROBERT D. SCHOENBROD has been appointed merchandising and sales promotion manager of Kuttner & Kuttner, Chicago. Agency also has appointed **MARIGRACE SKINNER** as copy director.

THE GRAVENSON Co., New York, has been incorporated.

JAMES T. CHIRURG, president of James Thomas Chirurg Co., Boston, has been named metropolitan vice-chairman in charge of publicity for the Greater Boston Community Fund.

HUTCHINS & GRAVES, New York, has changed its name to Graves Advertising Inc., and has been taken over by **LEE GRAVES**, former vice president of the agency, succeeding the late **L. W. HUTCHINS**, former president of Hutchins & Graves. Office address remains 420 Lexington Ave., New York.

CLIFFORD DILLON, former group copy head at J. Walter Thompson Co., has joined Sullivan, Stauffer, Colwell & Bayles, New York, as copy chief.

HENRY C. BAINBRIDGE, former production manager at M. H. Hackett Co., has joined Donahue & Co., New York, as associate production manager.

TEX WEINER has been named director of radio for Robert Isaacson Assoc., New York.

GEORGE COOGAN of Hollywood has joined the marketing department of Walter Weir Inc., New York, in a liaison capacity.

MARY V. KING, with the Kudner Agency, New York, since 1940, has been appointed timebuyer effective immediately.

GEORGE GALE, former head of his own New York radio packaging firm, has been appointed radio director of Pardee, Cash & Assoc., Hollywood.

ROBERT D. HUSSEY, West Coast talent buyer of Young & Rubicam, has taken on additional duties as manager of agency's Hollywood program development department.

JOHN T. DAVIES, copy and radio director of Productive Adv., Los Angeles, has been named agency manager. Agency has moved to larger quarters at 553 S. Western Ave.

EDDIE POLA, former producer of Clifford, Shenfield & Doherty on "Alan Young Show," continues in that capacity when Bristol-Myers Co. shifts production of that show to Young & Rubicam. Program originates from NBC Hollywood starting Sept. 20.

WILLIAM KESTER & Co., new Hollywood agency, has established offices at 6533 Hollywood Blvd. Telephone is Hempstead 5522. Mr. Kester formerly was an executive of Sherman & Marquette, Chicago, assigned to Colgate-Palmolive-Peet Co. and other accounts.

GEORGE H. STELLMAN is radio director of new firm. He formerly supervised all General Mills programs for Dancer-Fitzgerald-Sample, Chicago. **EUGENE POWERS**, former Procter & Gamble Co. copy director at Dancer-Fitzgerald-Sample, in charge of Dreft and Oxydol shows, and **ELEANOR LOGAN**, former production manager of Milton Weinberg Adv., Los Angeles, have joined agency in similar capacities.

VI WARREN, former copy chief at Kuttner & Kuttner, has been named radio director of Lieber Adv., Chicago.

TIM MORROW, for 3½ years account executive and radio director of Jacobs Co., Chicago, has resigned to take a similar position with W. W. Garrison & Co., Chicago. He is creator of "Tin Pan Alley of the Air."

ALBERT L. GALE, vice president of Agency Service Corp., Chicago, is teaching commercial script writing at Radio Institute of Chicago where he is on board of governors.

CARL A. BRISTEL, former director of public relations of the Electronic Corp. of America, New York, has been appointed director of the recently created publicity and public relations department of Henry Bach Assoc., New York.

GERALD W. RAPIN, formerly with the aircraft training division of the Packard plant in Detroit, has joined Brooke, Smith, French & Dorrance, Detroit, in a creative capacity.

FREDERIC APT, account executive with Donald Cooke Inc., New York, station representatives, has resigned.

ZACH BAYM, who formerly did freelance work in industrial advertising has opened agency under own name to specialize in television films and commercial motion pictures. Offices at 114 Grafton St., Brooklyn.

JULIUS J. ROWEN Co., New York, has moved to 1991 Broadway.

JOHN STEADMAN has resigned as supervisor of production for OIC and radio consultant of McCann-Erickson, Chicago, to move to Hollywood as freelance producer.

MARGARET MACY, former advertising director of Bergdorf Goodman Co., New York department store, has formed an advertising agency under her own name at 152 E. 54 St., New York.

CBS Football

CBS will begin its football broadcast season Sept. 21 when network airs description of Army vs. Villanova football games from West Point. Red Barber, CBS director of sports, and Jimmy Dolan, his assistant, will give play-by-play.

IN CHATTANOOGA
THE OUTSTANDING STATION FOR 21 YEARS HAS BEEN
WDOD
first in ADVERTISING LISTENER ACCEPTANCE PUBLIC SERVICE
CBS
5,000 WATTS DAY AND NIGHT
NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

PHILADELPHIA'S No. 1 Disc Jockey
Doug Arthur with Danceland
10,000 Watts WIBG
REPRESENTED Nationally by Adam J. Young, Jr. In New York by Joseph Lang, 31 W. 47th St.

COVERAGE THAT COUNTS ••

KNOW IS AUSTIN'S LEADING STATION BY MORE THAN TWO TO ONE

Your sales message has double-barreled effect when you use KNOW to reach the rich Austin market. KNOW offers low-cost, remarkably effective, concentrated coverage that no other radio station can match. KNOW's high rate of listener loyalty is the result of live-wire, progressive programming, and a thorough understanding of our listeners' interests.

Let us show you how KNOW delivers more dialers per dollar, and how Austin delivers more dollars per dialer. Write today for more information, and ask for your copy of our booklet, "The Austin, Texas Area."

Overall Hooperatings, Fall, 1945

KNOW 43.6

Austin Station "B" 16.7

RADIO STATION KNOW

AMERICAN · MUTUAL · TEXAS STATE NETWORK

WEED & COMPANY, Representatives

New York, Boston, Chicago, Detroit, Hollywood, San Francisco

WE DON'T PRY THE CAP OFF BOTTLE TOP (Ky.)!

If you use some *big* station hereabouts, you might be able to *open* Bottle Top (Ky.)—but there's not much chance of many sales bubbling out. The sad truth is that business is sorta flat down there. That's why WAVE is content to reach *only* the sparkling Louisville Trading Area—where you'll find more cold cash to satisfy that sales thirst than you'd find in the rest of the State, *combined!* We haven't the power to uncap Bottle Top, but we can sure open up some new accounts for you here in Louisville.

LOUISVILLE'S WAVE
5000 WATTS . . . 970 K. C. . . . N. B. C.
FREE & PETERS, INC.
National Representatives

POUNDSTONE JACKSON, former promotion manager of KABC San Antonio, has been named manager of audience promotion and merchandising for Texas State Network. He will spend most of his time on Chesterfield's "ABC Roundup" heard on KABC KNOW WACO WRR KFJZ KGKL KRBC of network.

MARCELLA LESTER, formerly of KWTO Springfield, Mo. has joined the promotion department of WPIK Alexandria, Va. She also is heard as "Terry" on the "Breakfast Time Table" morning show.

JAMES S. POWERS, director of public relations, Yankee Network, gave the summation address at the New England Committee on Radio Education conference (Aug. 2-4) at Goddard College, Plainfield, Vt. Other Boston radio men attending were **GEORGE SLADE,** WBZ and **FRED GARRIGUS,** WEEI.

MAURICE GAFFNEY, former editor of "Advertising & Selling," and **WALTER PERSSON,** formerly director of promotion and research for Hillman's Women's Group, have joined ABC presentations department as writers.

JAMES LILLY, formerly on editorial staff of Look Magazine, has joined NBC Hollywood press department as news editor, replacing **JOHN McENROE** who will handle program publicity.

World-Wide Contest

A WORLD-WIDE contest to select a musical composition with the United Nations theme will be sponsored by NBC in cooperation with the American Assn. for the United Nations. Network is offering a prize of $2,000 to the winning composer with the NBC Symphony broadcasting the first performance of the work. National contests will be held in each country and the winning compositions will be submitted to an international jury.

WKY Safety Posters

POSTERS containing farm safety cartoon messages are being distributed by WKY Oklahoma City as part of campaign for National Farm Safety Week.

WBT Letter

PROMOTION letter reminding advertisers and timebuyers of availabilities on WBT Charlotte, N. C., "Carolina Hayride and Hit Parade" hillbilly jamboree has been mailed by the station. Admission ticket is stapled to letterhead with copy reading "This ticket is still good to admit one alert advertiser to a results-assured spot" on program.

Promotion

In 'Record'

COMMENTS of legislative leaders, appearing in the Congressional Record, provide substance for promotion brochure by WOL Washington in behalf of "The Voice of Washington" news program sponsored by General Electric Co. Legislators applauded series. Brochure insert is reprint of July 23 Look Magazine article by Albert Warner, WOL news bureau chief.

ABC to Be Host

A GROUP of about 100 student drama directors, attending the play directing course at Teachers College, Columbia U., this summer, will be guests of ABC television department Aug. 13 at studios of WABD New York, DuMont video station. After a tour of the studios, visit to rehearsals, talk by Harvey Marlowe, network's executive video producer, and dinner, group will join studio audience at telecast of an ABC video program

WIS Service

LOCAL and state politicians who are mentioned in newscasts over WIS Columbia, S. C., receive brochures compiled by the station from news scripts once a week. Thus they have a permanent file. G. Richard Shafto, station manager, fathered plan.

To Boost Market

WALTER WAGSTAFF, manager of KIDO Boise, Idaho, last week announced advertising campaign to sell Boise as fifth market in Pacific Northwest and KIDO as the effective means of coverage. Keith Mathers of KIDO is handling research. Agency is Cline Advertising Service, Boise.

Kellogg Postcards

SPECIAL postcards calling attention to Gil Martyn's "Home Edition," sponsored by Kellogg Co. (Gro-Pup), are being mailed by 30 ABC stations. Cards were offered by Kenyon & Eckhardt, agency for Kellogg, and were printed with special "Gro-Pup" message for dealers. Space on card is left for station to affix its own call letters.

WFMD Brochure

AVAILABILITY of its Mon. through Fri. 25-minute "Farm Time" program is announced by WFMD Frederick, Md., in promotion brochure issued by the station. With pine-panel styled cover, piece also relates market and production facts of that farm area.

Ball Game Posters

WOWO Fort Wayne, Ind., distributed to playground supervisors special posters on the All-American Boys Ball game carried by ABC and WOWO. Letters which went with the posters suggested supervisors have radios in recreational centers tuned on the game.

Corn-on-Cob Holders

WIBW Topeka, Kan., is distributing plastic holders for corn-on-the-cob via new, colorful promotion folder concerning station's sales ability. Catch line is "No Kansas selling job is too hot for WIBW to handle." Cover pictures farm boy toting large ear of corn.

WWJ Service Report

BROCHURE has been prepared by WWJ Detroit to present a "Wartime report of programs in the public interest." Programs are reviewed in some detail with presentation data, purpose, description and results individually outlined. Booklet is done on heavy white stock in several colors.

WFLA Trophy

WFLA Tampa, Fla., will present a trophy to the outstanding American Legion baseball player in Tampa each year. Fair play and loyalty as well as baseball ability will be considered.

WEAF Napkins

NETWORK personnel who frequented Kaufmann & Bedricks Restaurant in the Radio City area of New York last week were made aware of Bob Smith's WEAF New York new early morning star. Paper napkins giving dates and time of Mr. Smith's new programs were distributed to the restaurant by WEAF.

WJR Pledge Folder

LISTENER folder, bearing picture of Rollon Parker, conductor of daily "Know Your America" quiz series on WJR Detroit and spotlighting his American pledge of loyalty, has been prepared by the station. Theme ties with WJR's "Free speech of the airwaves" promotion, symbolized by "Free Speech Mike."

Activities Explained

THE INSTITUTE OF PUBLIC RELATIONS, New York, last week issued an informative booklet on its function, personnel and clientele. The promotion piece explained the Institute's business activities, reported backgrounds and photographs of staff members, and listed the industrial fields in which it serves.

'Clipping Service'

TO FOCUS attention upon the fact that considerable free time is devoted to advertisers, although they are not aware of it, CKLW Windsor-Detroit has started a sponsors "clipping service." Summaries of mentions are mailed regularly to advertisers and their agencies.

Ft. Warren Has Station

FT. WARREN, Wyo. Army post now has a radio station, with FCC approval. WFW is the post's Armed Forces Radio Service outlet, operating on a 15-hour schedule. For several months it was a two-channel unit for benefit of hospital patients, with loudspeakers in each ward. Now it is postwide. It operates on 730 kc. Its manager is Ed Lewis, active in Ohio radio before the war. Pfc. Leroy Fuller announces and does clerical work, assisted by a volunteer staff of Red Cross workers. Col. James R. McDowell, post surgeon, was instrumental in building the station to its present position.

TALK ABOUT AN AVAILABILITY!

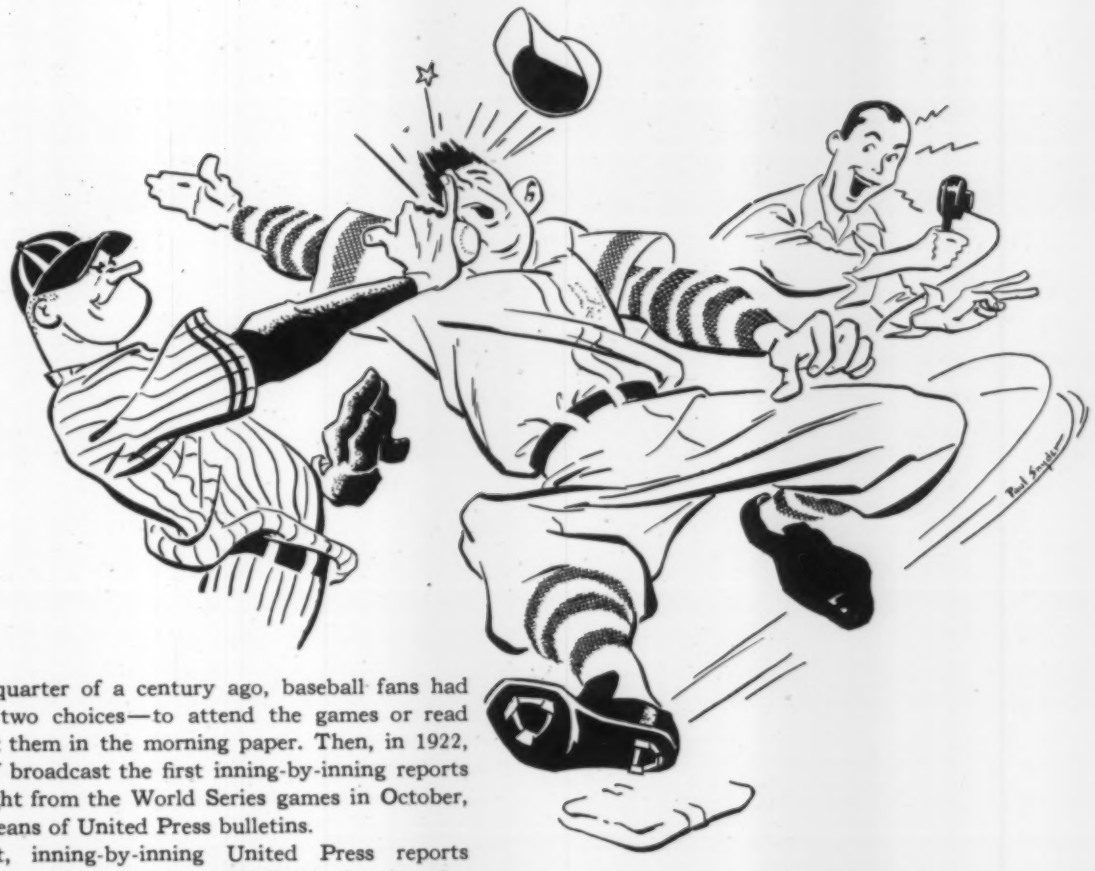
Fulton Lewis, Jr. . . . who consistently maintains the 2nd largest listening audience among Pittsburgh's 5 stations, 7 to 7:15 p.m. . . . whose audience in Pittsburgh is 25% above his network average . . . is now available, Monday through Friday, at 1000 W rates! (5000 W rates in effect Sept. 1).

(Basic Mutual—1410 KC—5000 W after Sept.)

ALLEGHENY BROADCASTING CORP.
National Representatives: WEED & CO.

The Nunn Stations
SERVE AND SELL IN
5 GROWING MARKETS
• WMOB—ABC Mobile, Ala.
• WBIR—ABC Knoxville, Tenn.
• WLAP—ABC Lexington, Ky.
• KFDA—ABC Amarillo, Tex.
• WCMI—CBS Ashland, Ky. Huntington, W. Va.

WGY THE *FIRST* STATION IN THE GREAT NORTHEAST



A quarter of a century ago, baseball fans had only two choices—to attend the games or read about them in the morning paper. Then, in 1922, WGY broadcast the first inning-by-inning reports straight from the World Series games in October, by means of United Press bulletins.

But, inning-by-inning United Press reports weren't enough. In 1923 WGY listeners heard a play-by-play description of the World Series games straight from the field in New York. WGY and WEAF combined forces to bring listeners, hundreds of miles away from New York, all the excitement of the World Series. It was the first World Series broadcast and the first "network" sports broadcast —with Graham McNamee, young WEAF announcer, graphically describing the games.

For nearly twenty-five years, listeners have looked to WGY for the best in programming. Sponsors, today, look to WGY as one of the top stations in the Great Northeast.

GENERAL ELECTRIC

FIRST IN COVERAGE
FIRST IN PRESTIGE
FIRST IN AUDIENCE-APPEAL

WGY SCHENECTADY, N. Y.

50,000 watts—NBC—
24 years of service

REPRESENTED NATIONALLY BY NBC SPOT SALES

KRLC

Dallas

Skillerns Drugs

New
New York Office
475 Fifth Ave.
SAN ARTHUR B CHURCH PRODUCTION

Hotel Pickwick, Kansas City 6, Mo.

CATALINA KNITTING MILLS, Los Angeles (swimming suits), has prepared a series of spot announcements featuring voice of Jimmy Wallington for distribution to key retail outlets throughout country. Agency is Hillman-Shane Adv., Los Angeles.

WILLIAM CAGNEY PRODUCTIONS, Hollywood, has appointed Lennen & Mitchell to handle advertising campaign. Firm will use radio. First picture for which agency will institute a spot campaign is "The Stray Lamb," which goes into production in September and stars James Cagney.

EHLER'S GRADE A COFFEE, New York, Oct. 1 will sponsor a spot announcement test campaign in three markets, Baltimore, Philadelphia and Boston. Agency Weiss & Geller, New York.

RENSIE WATCH Co., New York, will sponsor a quarter-hour transcribed show called "Flight With Music" featuring Marian Hutton and Herb Sheldon on 30 stations. The contract for 52 weeks, effective Sept. 1, was placed by Weiss & Geller, New York.

SCHUBACH JEWELRY Co., Salt Lake City and Ogden, Utah, has signed 52-week contract with KDYL Salt Lake City for sponsorship of transcribed "Hollywood Open House," Sun. 3:30-4 p.m., and transcribed "Pleasure Parade," Mon. through Fri. 8:15-8:30 p.m.

G. T. FULLFORD Co., Toronto (Children's Own Rub), in the fall will start a spot campaign on a limited number of Canadian stations. Business is placed through Spot Broadcasting, New York.

PAUL J. SPENGLER, former account executive with LaRoche & Ellis, New York, for 10 years, has been appointed national manager of the cordial and cocktail department of Hiram Walker Inc., New York.

MARCUS J. AURELIUS, former assistant to the manager of the railroad materials and commercial forgings division of the Carnegie-Illinois Steel Corp., Pittsburgh, has been elected sales vice president of the U. S. Steel Supply Co., Chicago, succeeding **LESLIE B. WORTHINGTON,** appointed president of the firm. Mr. Worthington succeeds **ERNEST E. ALDOUS,** who retired last month.

JOSEPH D. BOHAN, vice president of Sterling Drug, New York, in charge of its Centaur Co. division, has been appointed coordinator for the current U. S. Savings Bond campaign by the Advertising Council. Young & Rubicam, J. Walter Thompson Co., G. M. Basford Co., and the Joseph Katz Co., all New York, continue as the four volunteer agencies on this campaign with **HECTOR PERRIER** serving as Council staff representative.

SPONSORS

BRISTOL-MYERS Co., New York (Ipana and Vitalis), Sept. 8 starts a half-hour television show on WCBW New York, Sun. 8:30-9 p.m. Divided into two segments, the first part of the 30-minute period presented on behalf of Ipana, will be a cartoon show with Sid Hoff, whose cartoons appear in the New Yorker and Saturday Evening Post, creating a special cartoon character, "Shorty," for the show. The second half of the program, which will advertise Vitalis, will be a "Sports Almanac" featuring motion pictures with Bob Edge, sports director of WCBW as commentator. Agency for Bristol-Myers is Doherty, Clifford & Shenfield, New York.

PERFEX CHEMICAL LABS., Bronx, N. Y., maker of Ded-Lee insecticide, has appointed Lester "L" Wolff Inc., New York, to handle its advertising. National spot campaign is being planned for next fall.

JACOB RUPPERT, BREWER, New York, has appointed Lennen & Mitchell, New York, as advertising agency effective Oct. 1. Brewery uses spot announcements and sport shows currently. It will continue present campaign.

GENERAL FOODS Corp., New York, has announced appointment of five vice presidents of company's sales unit. Named: **GEORGE BLACK,** central division sales manager; **CHARLES A. KOLB,** eastern division sales manager; **W. PARLIN LILLARD,** staff division sales manager; **JOSEPH E. ZIPF,** southern division sales manager; **RICHARD H. MOULTON,** western division sales manager.

CANADIAN OIL Co., Montreal (White Rose gasoline), has started daily early morning newscasts on CKEY Toronto. Account is handled by McConnell, Eastman Co., Montreal.

GEO. WESTON Ltd., Toronto (biscuits), starts transcribed program "The Wife Savers" on a number of western Canadian stations in October. Account is placed by J. J. Gibbons Ltd., Winnipeg.

CANADIAN CANNERS, Hamilton, Ont. (soups), is starting a campaign on 24 Canadian stations in September. Agency is Hayhurst Adv. Co., Toronto.

INTERNATIONAL VARNISH Co., Toronto (paints), has started spot announcement campaign on a number of Canadian stations. Agency is McKim's Adv., Toronto.

GRAY'S BALM LABS., Toronto (proprietary), has appointed Albert Jarvis Ltd., Toronto, to handle advertising. Radio campaign is being planned for Ontario.

O-PEE-CHEE Co., London, Ont. (chewing gum), starts a spot announcement campaign on Toronto and Montreal stations. Account is placed by Grant Adv. of Canada, Toronto.

CALIFORNIA TUBULAR PRODUCTS, Los Angeles (plumbing supplies), has appointed Smith, Bull & McCreery, Hollywood, to handle advertising.

INTERNATIONAL 3 OUT OF 5 Corp., Los Angeles (scalp treatment), has appointed Wookey & Roman, Hollywood, to handle advertising. Radio is to be used.

ATLANTIC BREWING Co., Chicago (Tavern Pale beer), and Campbell-Mithun, Chicago, will end their agency agreement Dec. 1 because of a conflict in beer advertising between Chicago and Minneapolis offices of the agency. New agency for Atlantic will be Grant Adv.

SAMUEL GOLDWYN PRODUCTIONS, Hollywood, has shifted account from Donahue & Coe, New York, to Foote, Cone & Belding, Los Angeles, with latter agency planning campaign for "The Best Years of Our Lives." Spot radio will be used along with other media. Advertising budget for campaign is close to $500,000.

NETWORK ACCOUNTS

New Business

GUITTARD CHOCOLATE Co., San Francisco, Aug. 4 started for 52 weeks, "Crooks Cruise" on 13 CBS western stations, Sun. 8-8:15 p.m. (PST). Agency: Garfield & Guild, San Francisco.

J. I. FANCY FROZEN FOODS, Stockton, Calif. (frozen foods), Aug. 4 started for 52 weeks "Holiday of Homicide" on 5 CBS California stations, Sun. 8:15-8:30 (PST). Agency: Garfield & Guild, San Francisco.

GENERAL PETROLEUM Corp., Los Angeles (gasoline), Sept. 9 starts "Sam Hayes Sports Roundup" on 14 NBC western stations, Mon. 9-9:30 p.m. (PST), shifting Sept. 28, Mon. 6-6:15 p.m. (PST). Agency: Smith & Drum, Los Angeles.

WHITEHALL PHARMACAL (Canada), Walkerville, Ont. (Anacin), Sept. 9 starts for 39 weeks "George's Wife" on 28 Trans-Canada network stations, Mon.-Wed.-Fri. 11:30-11:40 a.m. Agency is Young & Rubicam, Toronto.

ROBIN HOOD FLOUR MILLS, Montreal (cereal), Aug. 19 starts "They Tell Me" for 39 weeks on 30 Trans-Canada network stations, Mon.-Wed.-Fri. 1:30-1:45 p.m. (1:45-2 p.m. (EST) after Sept. 30). Agency: Young & Rubicam, Montreal.

Renewal Accounts

PROCTER & GAMBLE Co., Cincinnati (Oxydol), Aug. 19 after seven-week summer hiatus returns "Jack Smith Show" on CBS, Mon. through Fri. 7:15-7:30 p.m. Agency: Dancer-Fitzgerald-Sample, N. Y.

MAIL POUCH TOBACCO Co., Wheeling, W. Va., has renewed for 52 weeks "The Fishing & Hunting Club of the Air" on ABC, Wed. 8:30-9 p.m. Agency: Walker & Downing, Pittsburgh.

LANGENDORF UNITED BAKERIES, San Francisco (bakery products), Aug. 6 renewed for 52 weeks "Red Ryder" on 9 Don Lee Pacific stations, Tues.-Thurs.-Sat. 7:30-8 p.m. (PST). Agency: Pacific Coast Adv., San Francisco.

WHITEHALL PHARMACAL (Canada), Walkerville, Ont. (proprietary), renews on Oct. 8 to Jan. 2 "Stars to Be" on 28 Trans-Canada stations, Tues.-Thurs. 1:45-2 p.m. Agency: Young & Rubicam, Toronto.

When you buy

NBC

be sure you get

KOH

RENO, NEVADA

Serving Wealthy Western Nevada

Paul H. Raymer Co., National Representatives

1000 Watts 630 Kilocycles

GOING 5000 WATTS

FOR *DOUBLE BARRELLED* ACTION IN IDAHO

KTFI

TWIN FALLS · IDAHO

WEED & CO., Representatives

SOUND EQUIPMENT – *precisionized* – mechanically and electronically – *for finer performance*

FM

Performance

Unit 524 Transcription Turntable

IF IT'S ON THE RECORD IT'S ON THE AIR!

Let's start with the record. Disc recording has attained a fidelity that is uncanny. Fine quality disc recordings actually duplicate the original sound. It is difficult, even for the trained ear, to distinguish the recording from the original live studio performance.

What has this to do with FM performance? Just this. FM sound reproduction equipment must also possess a fidelity that is uncanny! It must keep the record "alive"!

FM performance, therefore, puts a premium on precision built sound equipment that has been engineered for wide dynamic range, minimum distortion content and wide frequency range.

Fairchild has long anticipated the needs of FM. The Unit 524 Transcription Turntable is one outstanding example. It is completely new. The drive and turntable were designed especially for cabinet installation. Turntable noise, rumble and vibration are practically non-existent because of the unique method of mounting the drive and filtering out vibration.

'WOW'-free operation is assured at either 33.3 or 78 rpm by the famed Fairchild direct-from-the-center drive. Evenness of speed is attained by a carefully calculated loading of the drive mechanism that keeps the synchronous motor pulling constantly. Intermittent grab and release is prevented by precision control of all alignments.

If you're interested in FM performance for either FM or AM recorded broadcasts, you'll be interested in Fairchild Sound Equipment.

★ ★ ★

FOR IMPROVED PERFORMANCE—Earlier FAIRCHILD portable models and many other types of recorder-playbacks will give vastly improved performance if equipped with an adapter and improved pickup and cutterhead.

UNIT 542 LATERAL DYNAMIC PICKUP, which is standard equipment on the Unit 524 Transcription Turntable, assures uniform frequency-response and distortion-free playback quality throughout a range of 30 to 10,000 cycles. The 3 ounce cartridge, mounted on a 2 point suspension in the pickup head, is the only vertically moving mass. This unusual mounting method affords a near-uniform 'floating' stylus pressure of 25 grams – even under unfavorable playing conditions. And pliant suspension material provides the vertical compliance needed by the stylus to track lateral records accurately.

UNIT 541 MAGNETIC CUTTERHEAD offers a performance that exceeds its specifications of flat within ± 2 db to 8,000 cycles. Freedom from distortion is measured at less than 1% when a 400-cycle note is recorded at a level of + 20 db (reference .006 watts) to produce a stylus velocity of 2.5 inches per second. This is due to unusually long cushion blocks and exceptionally fine mechanical design.

For additional information address: 88-06 Van Wyck Boulevard, Jamaica 1, New York.

SOUND EQUIPMENT

Fairchild CAMERA AND INSTRUMENT CORPORATION

KFMB
Sells
SAN DIEGO

New U. S. Census shows San Diego population up 78% over 1940—465,720 people within 15 miles of our antenna . . . sell them from within with KFMB.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

ACTIONS OF THE FCC

AUGUST 2 to AUGUST 8

Decisions . . .

BY COMMISSION EN BANC
AUGUST 2

The following relay stations were granted renewals for period ending February 1, 1947: WEKL WEKM.

The following relay stations were granted renewals for period ending May 1, 1949: KNEB KNEC WABG WEIX WIOE WIOF WIOG WPBK WPBO WALH WBLQ WEKT WEIQ WIEH KEIM.

WELT Racine, Wis.—Granted license renewal for period ending August 1, 1947.

KALO KEHO Salt Lake City—Granted license renewal for period ending November 1, 1948.

Licenses for the following developmental broadcast stations were renewed for period ending May 1, 1947: W3XO W4XAG W4XAJ W8XFM W8XMV W9XEK W9XLA W10XF W1XMR W10XR W10XWA W10XWB W10XWC W10XWD W10XWE.

AM—1560 kc

Washita Valley Bestg. Co., Chickasha, Okla.—Made final its March 7, 1946 grant of CP new station 1560 kc 250 w unlimited time.

AM—1560 kc

KPMC Bakersfield, Calif.; WQXR New York—Denied petitions requesting postponement of hearings scheduled on application of New Laurel Radio Station (WAML), Laurel, Miss., to change frequency from 1340 to 1560 kc, and increase power from 250 w to 1 kw unlimited time, and application of Lake Bestg. Co., Gary, Ind., for new station 1560 kc 500 w night 1 kw-LS unlimited time; also to consolidate both with application of El Paso Bestg. Co., El Paso, Tex., for a new station 1560 kc 500 w night 1 kw-LS, unlimited time, and to enlarge the issues.

AM—1490 kc

The Haverhill Gazette Co., Haverhill, Mass.—Granted CP new station 1490 kc 250 w unlimited time.

AM—1490 kc

Lt. Frank A. Van Wagenen et al d/b as The Central Utah Bestg. Co., Provo, Utah—Granted CP new station 1490 kc 250 w unlimited time.

AM—1340 kc

Cole E. Wylie, Spokane, Wash.—Granted CP new station 1340 kc 250 w unlimited time, subject to condition that applicant will within 60 days from date of this action file application for modification of permit specifying transmitter site and antenna system meeting requirements of Commission's standards, and will install approved frequency and modulation monitors when available which meet requirements of Commission's standards; waiver of Secs. 3.55(b) and 3.60 of rules required.

AM—1450 kc

Robert F. Neathery, West Plains, Mo.—Granted CP new station 1450 kc 250 w unlimited time subject to condition that applicant will within 60 days from date of this action file application for modification of permit with the Commission specifying transmitter site and antenna system meeting requirements of Commission's standards.

AM—1450 kc

Intermountain Bestg. Co., Artesia, N. M.—Granted CP new station 1450 kc 250 w unlimited time subject to condition that applicant will within 60 days from date of this action file application for modification of permit specifying transmitter site and antenna system meeting requirements of Commission's standards.

AM—1450 kc

Forrest Bestg. Co., Columbia, Miss.—Granted CP new station 1450 kc 250 w unlimited time subject to condition that applicant within 60 days from grant file application for modification of permit specifying transmitter site and antenna system meeting requirements of standards.

AM—1450 kc

The Vidalia Bestg. Co., Vidalia, Ga.—Granted CP new station 1450 kc 250 w unlimited time, subject to CAA approval of antenna system.

AM—1060 kc

Belleville Bestg. Co., Belleville, Ill.—Granted CP new station 1060 kc 250 w daytime only, subject to any interference from WDZ if latter moves to Decatur, Ill., and subject to condition that applicant within 60 days from grant file an application for modification of permit specifying transmitter site and antenna system meeting requirements of standards; waiver Sec 3.60 of rules.

AM—1470 kc

Civic Bestg. Corp., Near Anderson, Ind.—Granted CP new station 1470 kc 1 kw daytime only contingent on selection of satisfactory transmitter site and filing modification of permit therefor; subject to CAA approval.

AM—1570 kc

Public Radio Corp., Tulsa, Okla.—Granted CP new station 1570 kc 1 kw daytime only subject to condition that applicant will within 60 days from date of grant file an application for modification of permit specifying transmitter site and antenna system meeting requirements of Commission's standards.

AM—1520 kc

Southwest Iowa Bestg. Co., Creston, Iowa—Granted CP new station 1520 kc 1 kw daytime only subject to CAA approval of transmitter site and antenna system.

AM—Transfer

KGEZ Kalispell, Mont.—Granted consent to voluntary assignment of license of KGEZ from A. W. Talbot to Donald C. Treloar. Consideration involves assignor's yielding possession of KGEZ in consideration of cancellation of lease agreement and payment of $8,600 by lessor to lessee.

AM—Transfer

WCNC Elizabeth City, N. C.—Granted consent to acquisition by Dr. J. A. Gill, W. K. Leary and S. A. Twiford of control of Albermarle Bestg. Co., licensee of WCNC, involving 60 shares or 24% of outstanding capital stock of licensee, for a total consideration of $11,000.

AM—1050 kc

WDZ Tuscola, Ill.—Designated for hearing (Commissioner Jett voting to grant), application for CP change transmitter and studio location of WDZ (1050 kc 1 kw day), from Tuscola to Decatur, Ill.

AM—1050 kc

Tri-Suburban Bestg. Corp., Silver Spring, Md.—Designated for hearing application for new station 1050 kc 1 kw daytime only in consolidated proceeding with application of United Bestg. Co., and application of Arlington-Fairfax Bestg. Co., Arlington, Va. (Commissioners Denny and Jett voted to grant Tri-Suburban application).

AM—900 kc

I & E Bestg. Co., Dayton, Ohio; Paul F. Braden, Middletown, Ohio—Granted motion of Paul F. Braden to accept his late appearance in re his application for a new station (Docket 7587), and denied petition of I & E Bestg. Co. to deny Braden application as in default.

AM—1330 kc

KFAC Los Angeles—The Commission on its own motion reconsidered its action of May 16 granting increase power from 1 to 5 kw etc. conditionally and made the grant of this application to KFAC unconditionally.

AM—840 kc

Stillwater Pub. Co., Stillwater, Okla.—Granted CP new station 840 kc 250 w daytime only subject to condition that applicant within 60 days from grant file application for modification of permit specifying a transmitter site and antenna system meeting requirements of standards.

AM—1490 kc

The Gardner Bestg. Co., Gardner, Mass.—Granted CP new station 1490 kc 250 w unlimited time subject to such interference as may result from co-channel stations at Springfield, Mass., and upon condition that applicant within 60 days from date of this action file application for modification of permit with the Commission specifying transmitter site and antenna system meeting requirements of standards; waiver of Secs. 3.55(b) and 3.60 of rules.

AM—690 kc

Appalachian Bestg. Corp., Bristol, Va.—Granted CP new station 690 kc 1 kw daytime only subject to condition that applicant within 60 days from grant file an application for modification of permit specifying transmitter site and antenna system meeting requirements of standards.

AM—860 kc

Blanfox Radio Co., Bristol, Va.—Granted CP new station 860 kc 1 kw daytime only subject to condition that applicant will within 60 days from date of grant file application for modification of permit specifying transmitter site meeting requirements of Commission's standards; waiver Secs. 3.55(b) and 3.60 of rules.

AM—1490 kc

Joe V. Williams Jr., Chattanooga, Tenn.—Granted CP for new station 1490 kc 250 w unlimited time subject to condition that applicant will within 60 days from grant file application for modification of permit specifying transmitter site and antenna system meeting requirements of standards.

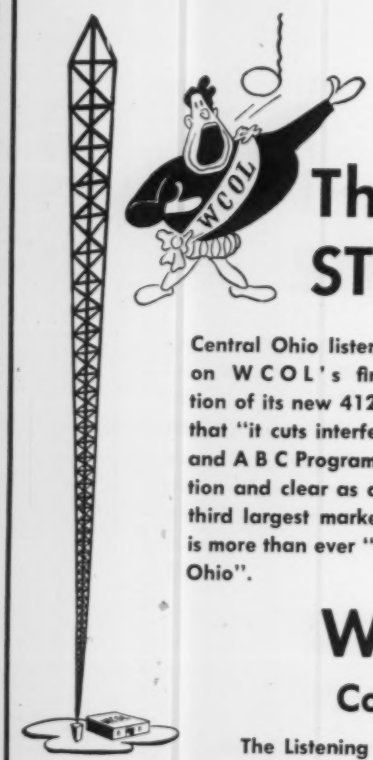
AM—1070 kc

Alice Bestg. Co., Alice, Tex.—Granted CP new station 1070 kc 1 kw daytime only subject to condition that applicant within 60 days from grant file application for modification of permit specifying transmitter site and antenna system meeting requirements of standards; waiver Secs. 3.55(b) and 3.60.

AM—1450 kc

Columbia Basin Broadcasters, Moses

(Continued on page 72)



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(PERCENTAGES INDICATE EACH STATION'S SHARE OF THE 6 TO 10 P.M. AUDIENCE)

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(PERCENTAGES INDICATE EACH STATION'S SHARE OF THE 6 TO 10 P.M. AUDIENCE)

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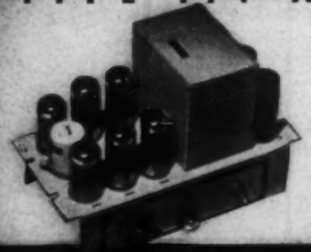

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FCC Actions

(Continued from page 70)

Lake, Wash.—Granted CP new station 1450 kc 250 w unlimited time subject to CAA approval of transmitter site and antenna system; waiver Secs. 3.55(b) and 3.60 of rules.

AM—1100 kc

Central Bcstg. Co., partnership composed of H. Ross Perkins and J. Eric Williams, Utica, N. Y.—Granted CP (Commissioner Durr voting "No"), for new station 1100 kc 250 w daytime only subject to condition that applicant will within 60 days from date of grant file application for modification of permit specifying transmitter site and antenna system and installing approved frequency monitor when available, meeting requirements of standards.

AM—1490 kc

KVOE Santa Ana, Calif.—Granted modification of CP to provide for modification of directional antenna system.

AM—1450 kc

WAGM Presque Isle, Me.—Granted CP increase power from 100 to 250 w and hours from specified to unlimited on 1450 kc; install new transmitter and change transmitter location.

AM—710 kc

KMPC Los Angeles—Granted CP increase power from 10 kw to 50 kw, install new transmitter and make changes in directional antenna for day and night use (710 kc), provided that applicant agrees to investigate and correct legitimate complaints of blanket interference within proposed 250 mv/m contour and further that after conclusive proof that array has been satisfactorily adjusted in accordance with application, licensee be required to make weekly field intensity checks at designated monitoring points to confirm and/or insure satisfactory maintenance of the required operating characteristics.

AM—950 kc

Lubbock Bcstg. Co., Lubbock, Tex.—Granted CP new station 950 kc 1 kw daytime only contingent on CAA approval of site and adjustment of all reasonable complaints of cross-modulation.

AM—1290 kc

Cream City Bcstg. Co., Milwaukee, Wis.—Designated for hearing application for new station 1290 kc 250 w daytime only.

AM—1260 kc

San Fernando Valley Bcstg. Co., San Fernando, Calif.—Designated for hearing application for new station 1260 kc 1 kw unlimited time DA; Station KGFJ to be made party to hearing.

KFDA Amarillo, Tex.—Denied petition to reconsider, sever and grant its application for CP to change facilities.

The following stations were granted renewal of licenses for period ending Aug. 1, 1949: KCOK KFOR KGY KPPC KAVE KDON WEBQ WIBU WKOK WLAG WOMT WSOC.

The following stations were granted renewals for period ending May 1, 1949: WEAU WMUR WTAG (with aux. and emerg. aux.) WTMJ (and aux.).

KTHT Houston, Tex.—Granted renewal of license for period ending Feb. 1, 1949.

WBT Charlotte, N. C.—Same except for period ending May 1, 1948.

KYOS Merced, Calif.—Same except for period ending Aug. 1, 1948.

AM—Joint Petition

Syndicate Theatres, Columbus, Ind.; Universal Bcstg. Co., Indianapolis—Adopted order granting joint petition filed by Syndicate Theatres, Universal Bcstg. Co., International Bcstg. Corp. (KWKH Shreveport, La.) and Greater New York Bcstg. Corp. (WNEW New York) to reopen record and designate for further hearing applications of Syndicate Theatres for new station at Columbus, Ind., and Universal Bcstg. Co. for new station Indianapolis, so as to permit receipt of certain engineering data on behalf of Universal Bcstg. Co., and evidence with respect thereto; such further hearing to be held Sept. 5 (Dockets 7099 and 7100).

AM—Consolidation

Blue Valley Bcstg. Co., and General Bcstg. Co., Independence, Mo.; KORN Fremont, Neb.—Adopted orders directing that hearing heretofore ordered in re applications of Blue Valley Bcstg. Co. (Docket 7498) and General Bcstg. Co. (Docket 7499) for new stations at Independence, Mo., be consolidated with hearing heretofore held in re applications of Collinson-Wingate Bcstg. Co., Topeka, Kan. (Docket 7382) and Emporia Bcstg. Co., KTSW Emporia, Kan. (Docket 6981) and ordered that application of KORN for CP move from Fremont to Lincoln be set for hearing in same proceeding (Docket 7698); ordered that issues be supplemented; further ordered that Milton J. Hinlein (KDRO), Sedalia, Mo., be made party intervener in hearing to be held Sept. 4 before Commissioner Walker.

AM—Removal

Bluff City Bcstg. Co., Memphis, Tenn. and Kennett Bcstg. Corp., Kennett, Mo.—Ordered on Commission's own motion that applications of E. R. Ferguson and J. R. Pepper d/b as Bluff City Bcstg. Co. for new station Memphis, Tenn. (Docket 7700) and of Kennett Bcstg. Corp. for new station Kennett, Mo. (Docket 7701) be removed from hearing docket.

AM—970 kc

KFRE Fresno, Calif.—Adopted order granting petition for leave to amend application so as to specify 970 kc instead of 1060 kc and make other changes (Docket 7125); accepted amendment; denied petition insofar as it requested consolidation of KFRE application, as amended, with application of KTKC (Docket 7601); further ordered, on Commission's own motion, that application of KFRE be removed from hearing docket.

AM—1450 kc, 1250 kc

WGL Fort Wayne, Ind., and Homer Rodeheaver, Winona Lake, Ind.—Adopted order granting joint petition insofar as it requests (a) leave to amend Rodeheaver application to specify the 1450 kc 250 w unlimited time at Fort Wayne, and make other changes, and (b) grant application of Farnsworth Television and Radio Corp. to change facilities of WGL from 1450 kc 250 w unlimited time at Fort Wayne to 1250 kc 1 kw unlimited time directional antenna day and night at Fort Wayne, and to change transmitter site (Docket 6796); denied petition in all other respects. Commission ordered that amendments to Rodeheaver application be accepted for filing and that application, as amended, be removed from hearing docket 7097; also ordered that application of WGL be removed from hearing docket and granted.

AM—1340 kc

Seaman & Collins, El Paso, Tex.—Adopted order granting in part petition for leave to amend application so as to specify 1340 kc 250 w unlimited time (instead of 1490 kc); denied petition insofar as it requested removal of application from hearing docket and grant (Docket 6875).

AM—1450 kc

Homer Rodeheaver and Arthur S. Feldman, Fort Wayne, Ind.—Adopted order designating for consolidated hearing applications of Homer Rodeheaver (Docket 7097) and Arthur S. Feldman, both seeking new stations at Fort Wayne, Ind., to operate on 1450 kc 250 w unlimited time.

AM—930 kc

WSLI Jackson, Miss.—Granted CP change facilities from 1450 kc 250 w unlimited time to 930 kc 5 kw DA-night unlimited time with new transmitter and change in transmitter location, engineering conditions.

AUGUST 7

BY COMMISSION En Banc

Gulfport Bcstg. Co. and Ruth Braden et al d/b as Escambia Bcstg. Co., Pensacola, Fla.—Granted petition of Gulfport Bcstg. Co. for leave to amend its application so as to request use of 1490 kc with 250 w unlimited time, and ordered that application as amended be removed from hearing docket. Further ordered that application of Ruth Braden et al d/b as Escambia Bcstg. Co. be granted for new station at Pensacola, 1450 kc 250 w unlimited time.

Central Illinois Radio Corp., Peoria, Ill.—Granted petition of Central Illinois Radio Corp. insofar as it requests leave to amend its application so as to request 1580 kc with 1 kw daytime only, and removed application as amended from the hearing docket.

Commission announced proposed decision looking towards grant of application of Arkansas-Oklahoma Bcstg. Corp. for CP new station in Fort Smith, Ark. 1230 kc 250 w unlimited time, and denial of application of Donald W. Reynolds seeking same facilities.

Commission announced proposed decision looking towards grant of application of H. C. Winslow for CP new station at Meadville, Pa., 1490 kc 250 w unlimited time, and a denial of application of Meadville Tribune Bcstg. Co. seeking same facilities. Grant to Winslow is subject to condition that grantee file an application for modification of CP within 60 days specifying transmitter location for approval of Commission and CAA.

Commission announced decision granting, upon certain terms and conditions

(Continued on page 77)

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West

(*Continued from page 20*)

reau of Reclamation has advertised for bids in excavating the main canal of the multimillion dollar Columbia Basin project.

NEVADA

The little fellow with the big punch, Nevada is really rolling with the stuff which makes big per capita indices. The state tax on legalized gambling alone last year was $212,309.45—and the tax is just 1% of the gross revenue!

Reno, of course, is *the* Nevada market, with the other cities picturesque but minor in bulk. The seven counties of Reno's western Nevada have 100,000 people—2/3 of the state total. Retail sales (*Sales Management*) are $101,645,000, or $1,084 per capital—101% above the national average, 80% of the state total. There are 3,107 farms, grossing last year $23,962,000.

Nevada total income is $196,000,000 (1944), $1,256 per capita; population is 156,445—41.9% up from 1940; retail sales, $119,642,000.

Government centers in nearby Carson City; railroading in the shops of suburban Sparks; manufacturing in Las Vegas at the southern part of the state, where the tremendous Basic Magnesium plant put the area among the top two-score industrial giants maintained by the WPB. Reno itself has 50 factories with a 1939 product value of $5,315,550.

FOR YEARS BROADCASTING editors have hesitated to publish calf pictures, both biped and quadruped (cheesecake and beefsteak). But when quintuplets come along we throw rules out the window. Here Merrill Langfitt (with mike) KMA Shenandoah, Iowa, farm service director and Dr. L. J. Smith, Fairbury, Neb., veterinarian, look over the only quintuplet calves on record. Mr. Langfitt interviewed Dr. Smith who has supervised care of the calves since birth for the benefit of KMA farm listeners.

Busy Little Reno

Nevada's mineral output was assessed at $20,516,660 annually in the 1940 census. The U. of Nevada maintains an outstanding school of mines and metals to capitalize on the state's greatest natural gift. The state's gross farm income is $28,606,000 (*Sales Management*). Bank deposits are $96,000,000 (Federal Reserve, 1944).

Reno is the center of a vast wholesale trading area including the six easternmost counties of northern California and extending 300 miles east to Elko, 270 miles north to Lakeview, Oregon, and 200 miles south to Bishop, Calif.

Tourists are big business to the "biggest little city in the world." There were 1,000,000 of them in 1940 and about the same number in 1941. A spot check of the four main gateways to the city counted 165,000 visitors pouring in by cars alone in one month.

With the return of peace, the tourist bonanza is on again. Lake Tahoe on the California side attracts from 30,000 to 50,000 vacationists a year who trade through Reno, read Reno papers and listen to Reno radio. To supplement this summer boom, Reno is building its superb Mount Rose snow sports area as a future competitor to Sun Valley.

PACIFIC SOUTHWEST

A billion dollars in spendable income and the almost total absence of reconversion troubles make the Pacific Southwest (Arizona, New Mexico and the El Paso corner of Texas) a marketing bright spot. Tourists and industry, once highly seasonal, are getting to be year-round sources of income to supplement the permanent stable resources of livestock, mining and agriculture.

Arizona gained 94,000 residents during the war, stands today at 638,412—27.9% ahead of its 1940 census. Its spendable income is 104% ahead of 1940 (Los Angeles Chamber of Commerce) totaled in 1944—$548,000,000 ($859 per capita). Retail sales the same year were $276,045,000; farm income $124,113,000 (*Sales Management*); bank deposits $236,000,000 (Federal Reserve).

Phoenix boasts a metropolitan area of 162,000, 33.3% more than before the war. In five years its retail sales have risen 111.3%, check transactions 105.1%, postal receipts 85% (Los Angeles Chamber of Commerce). It is assuming a leading role in the manufacture of outdoor furniture and sportswear.

Tucson numbers 91,700 in its metropolitan area, 38.9% more than in 1940. Its retail sales are up 86.7%, bank debits 126.5%, postal receipts 108.4%. Lithography, containers, and sportswear are important new manufactures.

Bisbee counts 22,000 in its metropolitan area, which embraces the communities of Lowell, Warren, Naco and Don Luis. Its population has jumped 37% since '40; retail sales, 158.1%; postal receipts, 64.4%.

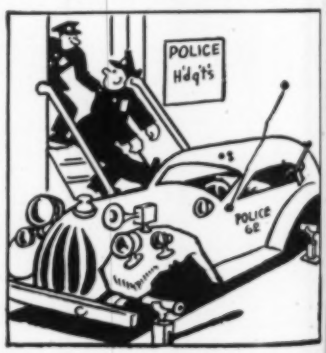
Douglas, with 16,000 people, is up 59.8% since the pre-war period. Bank clearings here are ahead 69.4%, postal receipts 96.3%. Fruit and vegetable dehydration is an important new local industry.

Throughout Arizona the picture is the same. Yuma has 135.3% more inhabitants than before the war, Flagstaff 50% more, Prescott 55.8% more.

New Mexico Business

New Mexico is right behind Arizona in size, with 532,212 (Dept. of Commerce, 1944). Its spendable income is 80% more than in 1941—$394,000,000 in 1944 ($741 per capita) with retail sales $196,336,000 (*Sales Management*) and farm income $103,255,000. Bank deposits are $155,000,000 (Federal Reserve).

Albuquerque has 77,000 people,



"The WFDF Flint reporter might mention us if we catch those auto thieves."

KPAC
Deepest in the Hearts of Texans
MBS
BMB
Representatives
Sears & Ayer, Inc.

14.9% more than in '41. Its 1945 bank clearings showed a plus of 93.8% over 1941, postal receipts an up of 55.8%. Trailers, cabinets, sportswear, toys and furniture are now being built in the city.

Santa Fe is a growing city, with its 1945 population of 24,000, 13.3% bigger than in 1940. Postal receipts jumped 68% in those five years.

El Paso's metropolitan area has 125,000 people, 28.8% ahead of 1941 (Los Angeles Chamber of Commerce). Its 1945 retail trade is ahead of '41 by 14%; bank clearings by 71.2%; postal receipts by 56.9%; spendable income by 69%. The clothing industry has become an El Paso standby.

MOUNTAIN

King of the mountin in size and wealth is, of course, Colorado, with 1,147,259 people counted by the Dept. of Commerce in 1944, 2.1% ahead of 1940. *Sales Management* estimates state income at $1,101,000,000 the same year ($960 per capita); retail sales at $611,229,000; and gross farm income at $340,951,000. The Federal Reserve bank deposits are $651,000,000.

Utah in the same indices has 606,994 people—10.3% more than in 1940; income of $606,000,000 ($998 per capita); retail sales of $327,759,000; farm income of $116,163,000; bank deposits of $340,000,000.

Idaho has 531,573 people (up 1.3% from '40); $525,000,000 income ($987 per capita); $275,520,000 retail sales; $259,440,000 farm income; $277,000,000 bank deposits.

Montana, the only western state to lose population during the war, has 464,999 people; $514,000,000 income ($1,105 per capita); $322,570,000 retail sales; $250,089,000 farm income; $305,000,000 bank deposits.

Wyoming population is up 2.5% from 1940 to 257,108 in 1944; has an income of $255,000,000 ($992 per capita); retail sales of $162,087,000; farm income of $99,033,000; bank deposits of $130,000,000.

More of Everything

So everywhere in the West the picture is the same. More people, more money, more diversification, more stability. The future, with balmy climate meaning lower building and heating costs, higher labor efficiency, more pleasant living conditions and ideal recreational possibilities, is roseate.

The West is a closely knit region. The rest of the country is set apart by mountain and desert, time zones and distance. A colorful history began later in the West and is hence more apt to be present in the forefront of western consciousness.

The moral of all this? Simple: the Far West is a superior market today and a superb market tomorrow. And it is a unified market, ideally suited to regional network radio.

The Lady with the "ROCKING CHAIR style"

Pulls MAIL, Results, BUSINESS!

MYRTLE LABBITT

Myrtle Labbitt's "Homechats", after a solid ten year run, is a morning institution in thousands of Greater Detroit homes. Myrtle's program is probably one of the most unique and informally simple shows in the country . . . homey as a parlor rocker, smart as a new Fall bonnet. "Homechats" is just another sample of CKLW programming that sends listeners merrily off to pay cash for things on dealers' shelves.

Myrtle Labbitt is especially adept at introducing new products to her audiences for she advertises only those which she has personally used or tested and in which she herself has confidence. The commercials vary in length from 150 to 500 words, depending upon their editorial or news value. In addition to commercially announced products the "Homechats" audience is given news of the latest developments in household appliances, new foods, unusual recipes, new fabrics or any household methods that will assist the homemaker in her daily tasks. Reviewing current books, giving news of unusual hobbies and interviewing men and women who are well known in the entertainment field, or for performing some outstanding public service and those who have a particular message for the audience, all serve to make the "Homechats" entertaining, educational and full of human interest.

PROOF? As shown below, on a recipe-request campaign, Myrtle Labbitt's Homechats show placed 2nd in low net costs per inquiry . . . and five of the nine stations listed are 50,000 watters!

Analysis, By Station Costs Only, Of Returns On Free Trial Pkg. of JRT and Recipes Offer
Homemakers' Program

Station	City	Director of Program	No. of Broct.	Time & Talent Cost per Broct.	Total Cost of Broct.	Cost per Inquiry
XXXX	SCHENECTADY	Myrtle Labbitt	24	$27.00	$648.00	.11
CKLW	DETROIT		24	15.00	360.00	.14
XXXX	CHICAGO		5	96.00	480.00	.17
XXXX	WASHINGTON		24	21.25	510.00	.19
XXXX	NEW YORK		15	80.00	1,200.00	.27
XXXX	ROCHESTER		24	24.75	594.00	.29
XXXX	PITTSBURGH		15	55.25	828.75	.31
XXXX	BOSTON		24	31.50	756.00	1.11
XXXX	PHILADELPHIA		24	42.50	1,020.00	2.11

In the Detroit Area, it's

CKLW

5,000 Watts at 800 KC. Day and Night

J. E. Campeau, Managing Director

MUTUAL SYSTEM . . . Adam J. Young Jr., National Rep.

Premiums are Customer Built by Robbins

THERE'S a reason why the Robbins Company has such an outstanding reputation for producing successful premium promotions.

That reason is best expressed by describing Robbins' premiums as "customer-built". For Robbins' premiums are not mass-produced for various uses by many concerns. They are carefully designed after exhaustive study to do a specific job for a specific company.

It is this combination of knowing what market to reach, and how to reach it most effectively, that produces ideas which spark premium campaigns to new highs—a policy which has brought amazing results for many of America's largest users of premiums.

The Robbins Co.

Ideas in Metal

ATTLEBORO, MASSACHUSETTS

Sherman

(*Continued from page 24*)

reputable receiver manufacturers quoting characteristics on one of their better AM receivers: ". . . the overall frequency response with the tone control in the normal position (using 1000 cps. as reference) is down 3.2 db at 50 cps and down 14 db at 5000 cps on the high end . . .". This represents the reproduction characteristics of a $375 (list) receiver. (No doubt this drop of the high audio frequency response is due to the sharpness of the I.F. stages to permit 10 kc channel selection to provide for rural reception. Most of the superhet receivers in use today are certainly no better than these characteristics. This all adds up to the fact that the receivers do not have characteristics to permit anything like "natural" reproduction.

Challenge to Manufacturers

It has been widely written in the many trade papers that FM receivers, with proper design, particularly as to the discriminator and audio circuits should permit reproduction of the audio range between 50-15,000 cps. This represents what might be described as "natural" reproduction. In the light of the research, development and investments of time and money by the scientists, FCC, manufacturers and broadcasters already expended for the "FM system" it should be a challenge to the receiver manufacturers to "pour in" to the receiver cabinets the best components practicable to permit the highest fidelity (distortionless) reproduction of programs possible. True, the small loudspeakers in the table models will be limited in bass response, but comparing "set" by "set" the FM reception should make AM reception seem obsolete.

I like to sum up the FM advantages of FM and AM to include at least the following points:

(a) Elimination of electrical noises and static.
(b) Higher fidelity of reproduction (less distortion).
(c) Greater dynamic range of volume.
(d) Equal day and night area coverage.
(e) Improved night area coverage for most class II, III, and IV standard AM stations which, when interpreted means a *better selection of programs* most everywhere.

Whether the chicken or the egg should come first in FM or television, the broadcasters have a public service to perform with these new uses for radio which the FCC has determined will be in the "public interest." It appears that, if the declared FM broadcasters would intensify their efforts to hurry FM operations of the proposed stations, the public will sooner become educated to FM and will then know that AM is obsolete, except for rural areas where no FM service exists. After proper demonstration and promotion of "the FM system" the radio receiver manufacturers may have to export their AM production as "lease-lend."

I have not meant to detract from Mr. Ray's fine article. He and I certainly have a common interest. WTCN-FM has been engineered (FCC approved) to have consistent service in some 23,000 square miles in which reside 60% of Minnesota's population, using 400,000 w effective radiated power from its antenna installed at the most advantageous natural location in the Minneapolis-St. Paul area and the State of Minnesota. Our initial operation on FM will be in September with an effective 25,000 w radiated from an antenna at 48 feet above surrounding terrain.

I hope that Mr. Ray's wish comes true and he is able to build the most powerful FM station in the State of Washington.

RELAXING on the edge of the pool after "weighing-in" during a beauty contest is lovely Josephine Huckabee, WTIK contestant for title of Miss Durham, N. C. Event, in which Miss WTIK placed third, was sponsored by the Durham Chamber of Commerce. WDNC, WDUK and WHHT of Durham were also represented in the competition.

FIFTH MEMPHIS AM, WHHM, GOES ON AIR

WHHM Memphis is now on the air, on 1340 kc with 250 w.

Offices and studios are in the Sterick Bldg., highest in Memphis. The station is owned by Herbert Herff, Memphis automobile dealer, and the general manager is Pat McDonald, formerly of KMAC San Antonio.

The sales staff and their former affiliations are: Lou Zlotky, WMPS Memphis; Fred Markham, WSGN Birmingham; Herman K. Clark, KVAL Brownsville, Texas, and Don J. Lynch WJBO Baton Rouge.

Facilities include Associated Press radio news wire and Lang-Worth and Standard transcription libraries. Program director is Dean Turner, formerly with KTSA San Antonio. Josephine McKinnon, formerly with WMC Memphis, is head of the continuity department.

WHHM announcers are Dick Crane (KFI Los Angeles), Ted Harding (WWL New Orleans), Al Martin (WHBQ Memphis), Milton Q. Ford (WBIR Knoxville) and Alan Avery (WJJD Chicago).

New 5 kw in Ontario

CKSO Sudbury, Ont., inaugurates its new 5 kw Canadian Marconi transmitter Aug. 19. CKSO is the first station to have a 5 kw transmitter in northern Ontario.

239,330 PEOPLE live within 0.5MV/M Contour of KCMC (Texarkana's only radio outlet). —A ready market for your 1946 schedule.

Diversified income is derived from oil and gas, agriculture, fruit growing, cattle (beef and dairying), manufacturing, distribution, railroads.

For additional information, write

Frank O. Myers, Manager

KCMC, Inc., Texarkana, U.S.A.

IN EASTERN NORTH CAROLINA

WRRF

COMPLETELY COVERS THIS HUNDRED MILLION DOLLAR MARKET

Over 600,000 Population
67,144 Radio Homes
6,188 Retail Outlets

Annual RETAIL SALES
Over $100,000,000

Served by
WRRF The American Network Station

Write Us Today for Our New Informative Folder

TARHEEL
BROADCASTING SYSTEM, INC.
WASHINGTON, NORTH CAROLINA

National Radio Representatives
FORJOE & CO.
New York • Chicago • Philadelphia

FCC Actions

(*Continued from page 72*)

application of Brooks H. Short, Anderson, Ind., for CP for two class 1 experimental mobile radio stations in two automobiles for purpose of conducting experimental program looking toward development of signalling devices, for use as an adjunct to automobile horn, involving transmission of warning signals by radio from one automobile to another. Authorization covers vicinity of Anderson and use of 465 mc.

Commission amended Part 12 of its rules governing amateur radio service to (1) permit applicants for amateur operator licenses to hand print code tests; (2) add a sub-paragraph (5) under paragraph (a) of Sec. 12.81 to provide for assignment of an unassigned two-letter call to a previous holder of a two-letter call; (3) delete the restriction in Sec. 12.82(d) on use of geographical terms as phonetic aids in transmission of station call; and (4) establish calling procedure for mobile amateur radio stations which are operated aboard vessels or aircraft on voyages outside the U. S., its territories and possessions.

AUGUST 8

BY COMMISSION EN BANC

AM—730 kc

J. B. Fuqua et al d/b as Charleston Broadcasters, Charleston, S. C.—Granted CP* new station 730 kc 1 kw daytime only.

AM—1040 kc

Variety Bcstg. Co., Dallas, Tex.—Granted CP* new station 1040 kc 1 kw daytime only.

AM—1340 kc

Jose Bechard Jr., Mayaguez, P. R.—Granted CP* new station 1340 kc 250 w unlimited time (Docket 7450).

AM—1500 kc

Gail D. Griner and Alden M. Cooper, a partnership d/b as The Adrian Bcstg. Co., Adrian, Mich.—Granted CP new station 1500 kc 250 w daytime only. Waiver Secs. 3.55(b) and 3.60 of rules required.

AM—Transfer

KXO El Centro, Calif.—Granted consent to transfer of control of Valradio Inc., licensee KXO, from Airfan Radio Corp. to Paul A. Jenkins, Kenneth H. Thornton, Edith J. Jenkins, Imperial Valley Pub. Co., Belle S. Hovey and Harry H. Hovey, for consideration of $65,000 (plus any increase in net liquid assets base of $15,000) for all outstanding capital stock.

AM—1390 kc

Capital City Bcstg. Co., Des Moines, Iowa—Granted petition for grant of application for new station 1390 kc 1 kw using directional antenna day and night (Docket 6711).

AM—Transfer

KROD El Paso, Tex.—Granted petition insofar as it requests leave to amend application for assignment of license of KROD, so as to substitute amended Exhibit A; amendment was accepted. Insofar as petition requested reconsideration and grant of application as amended, it was denied (Docket 7614).

AM—820 kc

WOSU Columbus, Ohio—Denied request for special temporary authority to operate additional time during months of October and November and six days in December.

AM—1140 kc

KSOO Sioux Falls, S. D.—Designated for hearing application for CP increase power from 5 kw limited time to 10 kw unlimited time, using directional antenna at night.

AM—1270 kc

KGCU Mandan, N. D.—Designated for hearing application for CP increase power of KGCU from 250 w to 1 kw, install new type of transmitter and install directional antenna for night use.

AM—1270 kc

Radio Television Corp., Medford, Ore.—Designated for hearing application for CP for new station 1270 kc 5 kw unlimited time directional antenna at night.

AM—1410 kc

Frank Mitchell Farris Jr., Nashville, Tenn.—Designated for hearing application for CP new station 1410 kc 1 kw DA unlimited time.

AM—1450 kc

J. F. Tighe, Porterville, Calif.—Granted CP* for new station 1450 kc 250 w unlimited time; and waiver of Secs. 3.55(b) and 3.60 of rules.

AM—1450 kc

WNBZ Saranac Lake, N. Y.—Granted CP change operation from 1320 kc 100 w daytime only to 1450 kc 250 w unlimited time; install new transmitter and antenna and change location of same.

AM—1350 kc

KRLC Lewiston, Idaho—Removed from docket (7650) and granted CP change frequency from 1400 kc to 1350 kc, increase power from 250 w to 1 kw, change transmitter location, install new transmitter and install DA for nighttime use, subject to condition that grantee will adjust all reasonable complaints due to blanketing.

AM—1400 kc

Interstate Radio Inc., Moscow, Idaho—Removed from docket (7649) and granted CP* new station to operate on 1400 kc (instead of 1340 kc as requested), 250 w, unlimited time. Secs. 3.55(b) and 3.60 waived.

AM—1490 kc

Springfield Bcstg. Co., Springfield, Mass., and Telecolor Corp., W. Springfield, Mass.—Designated for consolidated hearing applications both requesting new station on 1490 kc 250 w unlimited time.

AM—1490 kc

R. O. Hardin and Verna S. Hardin, d/b as Athens Bcstg. Co., Athens, Tenn.—Granted authority to delete all records relative to authorization granted Nov. 28, 1945 for new station 1490 kc 250 w unlimited time, and delete call letters WROW.

AM—1000 kc

C. Thomas Patten, Oakland, Calif., and Radio Station Cruz, Santa Cruz, Calif.—Designated for consolidated hearing application of C. Thomas Patten for new station 1000 kc 10 kw daytime only with application of Radio Station Cruz requesting 1000 kc 1 kw daytime only.

AM—1340 kc

Wyoming Bcstg. Co. and Snowy Range Bcstg. Co., Laramie, Wyo.—Designated for consolidated hearing application of Wyoming Bcstg. Co. with application of Snowy Range Bcstg. Co., both requesting 1340 kc 250 w unlimited time.

AM—890 kc

Theodore Granik and Chesapeake Bcstg. Co., Washington, D. C.—Designated for hearing application of Theodore Granik with application of Chesapeake Bcstg. Co., both requesting 890 kc 5 kw daytime only.

AM—730 kc

Grant Street Radio Stations, Pittsburgh—Designated for hearing application for new station 730 kc 1 kw day with application of Liberty Bcstg. Co. (Docket 7169), requesting same facilities.

AM—1300 kc

Worth H. Kramer, Robert E. Wasdon and Jack J. Siegal, d/b as Florida West Coast Bcstg. Co., Tampa, Fla.—Designated for hearing application for new station 1300 kc 1 kw daytime only.

AM—660 kc

Greenville Bcstg. Co., Greenville, S. C.—Granted CP new station 660 kc 5 kw daytime only.

AM—610 kc

KGGM Albuquerque, N. M.—Granted petition for grant of application (Docket 6142) to change frequency from 1260 to 610 kc, increase power from 1 to 5 kw, install new transmitter at new location, and install new directional antenna system, subject to condition that applicant assume full responsibility for adjustment of any reasonable complaints, including cross modulation arising from excessive blanket area population.

AM—1260 kc

KVSF Santa Fe, N. M.—Granted petition for reinstatement and grant of application (Docket 6143) for CP change frequency from 1340 to 1260 kc, move transmitter site, install new antenna and increase power from 100 w to 1 kw.

AM—1340 kc

Glacus G. Merril and Andrew H. Kovlan, a partnership d/b as Mountain State Bcstg. Co., Clarksburg, W. Va.—Designated for hearing application for new station 1340 kc 250 w unlimited time.

AM—1490 kc

Crawford County Bcstg. Corp., Meadville, Pa.—Designated for hearing application for new station 1490 kc 250 w unlimited time.

AM—1310 kc

Wyandotte Bcstg. Co. and Wyandotte News Co., Wyandotte, Mich.—Designated for consolidated hearing application both requesting 1310 kc 250 w daytime only.

AM—1400 kc

John G. Colling et al d/b as '49er Bcstg. Co., Grass Valley, Calif.—Designated for hearing application for new station 1400 kc 250 w unlimited time, in consolidation with applications of Grass Valley-Nevada City Bcstg. (Docket 7461) and Town Talk Bcstg. Co. (Docket 7668), applicants for same facilities in Grass Valley, and ordered that the orders designating these applications for hearing be amended to include application of '49er Bcstg. Co.

AM—1490 kc

Southwestern Bcstg. and Television Co., and Intermountain Bcstg. Co., Albuquerque, N. M.—Designated for consolidated hearing applications both requesting 1490 kc 250 w unlimited time.

Following stations were granted renewal of licenses for period ending Aug. 1, 1949: KGBS KWRC WATN WGGA WHAI WHBU WJEJ WOCB WCOV WMFG WMIS WBML.

Following stations were granted renewal of licenses for period ending May 1, 1949: KGFX WSVA WIAC.

WKBO Harrisburg, Pa.—Granted renewal of license for period ending Feb. 1, 1949.

WGAL Lancaster, Pa.—Granted re-

(*Continued on page 78*)

*Subject to engineering conditions that, within 60 days, each will file application for modification of permit specifying transmitter site and antenna system meeting Commission requirements.

DAILY PROGRAMS IN

Italian Polish English German Jewish

5000 WATTS DIRECTIONAL OVER NEW YORK

Americas Leading Foreign Language Station

The Voice of

WLAW

will blanket

ALL

New England

bringing greater listener enjoyment to more than 3 million people

WITH 50,000 WATTS ON 680 KILOCYCLES

NATIONAL REPRESENTATIVES: WEED & CO.

THEY DON'T GET AWAY FROM CLEVELAND'S *Chief* STATION

Day after day, Monday thru Friday, WJW brings in more daytime dialers per dollar in Cleveland than any other regional station. Better local programming is the bait that gets profitable results along the Cuyahoga.

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Miss Evelyn Stark
MacFarland, Aveyard & Co.
Chicago, Ill.

Dear Evelyn:

I don't know whether you call this showmanship or not, but Uncle Si brought a real honest-to-goodness horse into our auditorium last Friday night for his Old Farm Hour. Old Si ain't been satisfied with packing the auditorium every Friday night . . . now he wants them standing out in the street. And that's just what happened when this horse galloped right into the auditorium. I never saw so many people in my life. But I reckon it's all right—Uncle Si and his horses are just part of this thing called "showmanship" that we seem to have plenty of.

Yrs,
Algy

WCHS
Charleston, W. Va.

Any town is a spot town tonight

ASK A JOHN BLAIR MAN

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

FCC Actions

(*Continued from page 77*)

newal of license for period ending Aug. 1, 1948.

WPRP Ponce, P. R.—Present license extended (nunc pro tunc) for period July 20-Oct. 1, 1946.

Following noncommercial educational licenses were renewed for period ending May 1, 1947: WBEZ WBOE WIUC WNYE.

Commission announced adoption of final decision (B-256), granting application of Miners Bcstg. Service for new station Pottsville, Pa., 1450 kc 250 w unlimited time (Docket 7089), and granting application of Wyoming Valley Bcstg. Co. for new station in Wilkes-Barre, Pa., 1450 kc 250 w unlimited time (Docket 7176), upon condition that both these applicants file applications for modifications of permit within 60 days, for approval of antenna site.

Hazleton Broadcasting Service, Hazleton, Pa., was directed to file application for modification of license of WAZL to specify use by it of 1490 kc in lieu of 1450 kc now specified in its license (Docket 7090).

Commission announced proposed decision (B-272) looking towards grant of application of Capitol Bcstg. Co. for new station at Nashville, Tenn., 1230 kc 250 w unlimited time (Docket 6669), and grant of application of Murfreesboro Bcstg. Service for new station at Murfreesboro, Tenn, 1450 kc 250 w unlimited time (Docket 6789). Commission proposes to deny applications of Nashville Radio Corp. (Docket 6108), Tennessee Radio Corp. (Docket 6193), Tennessee Broadcasters (Docket 6448) and J. W. Birdwell (Dockett 6649), seeking new stations at Nashville, Tenn.

A proposed decision (B-271) is announced looking toward grant of application of Savannah Valley Bcstg. Co. for new station at Augusta, Ga., 1340 kc 250 w unlimited time (Docket 6883), and denial of applications of Voice of Augusta Inc. (Docket 6871), The Augusta Chronicle Bcstg. Co. (Docket 6872) and Georgia-Carolina Bcstg. Co. (Docket 7116), seeking same facilities.

Commission made five conditional FM grants, subject to engineering conditions. Eight FM stations also were granted regular CPs. Modification of CPs heretofore authorized was granted to three FM stations. See page 92.

Burlington-Graham Bcstg. Co., Burlington, N. C.—Granted petition for leave to amend its application for new class B FM station, so as to show revised information on stockholders and stock held by them; and change engineering details to request class A instead of class B station. Amendment was accepted and application as amended removed from hearing docket (Docket 7596) and granted conditionally, subject to further review and approval of engineering details of application.

Mid-Coastal Bcstg. Co., Washington, D. C.—Granted petition to dismiss without prejudice its application for new FM station (Docket 7190). Action taken 7-30.

WABF New York—Granted consent to transfer of control of Metropolitan Television Inc., licensee of FM station WABF and experimental television station W2XMT, from Abraham & Straus Inc. & Bloomingsdale Bros. Inc. to Hirschmann Bcstg. Corp. for total consideration of $106,000.

Correction by FCC: In report dated Aug. 1 item referring to application of Philip Weiss Music Co., should show a class A station instead of class B.

In order to bring experimental service rules into accord with recently announced frequency service allocation plans and to establish frequency tolerances within range of modern practice, Commission amended Secs. 5.21, 5.22 and 5.26 of its Rules.

ACTIONS ON MOTIONS

AUGUST 2

BY COMMISSIONER HYDE

McHenry Tichenor, Boulder, Col.—Granted petition to dismiss without prejudice application for CP.

Gifford Phillips, Denver, Col.—Commission on its own motion removed from hearing docket application for CP.

AUGUST 5

BY COMMISSIONER WALKER

WTJS Jackson, Tenn.—Granted petition for leave to intervene in hearing on application of KNOE (Docket 7655).

Alvin E. Nelson Inc., San Francisco—Denied petition requesting leave to amend its application for CP (Docket 7389), so as to incorporate additional engineering data.

WNEW New York—Granted petition to amend application for CP (Docket 7317) so as to make slight change in DA pattern; amendment accepted.

Del Norte Bcstg. Co., El Paso, Tex.—Granted petition for leave to amend application for CP (Docket 7534) so as to show addition of R. E. McKee and A. R. Grambling as stockholders and directors of applicant corporation; amendment accepted.

Colonial Bcstg. Co., Providence, R. I.—Granted petition for leave to amend application for new FM station (Docket 7208) so as to make minor changes in engineering information; amendment accepted.

Peoria Bcstg. Co., Peoria, Ill.—Granted petition for leave to amend application for new FM station (Docket 7102) so as to specify revised information on type of transmitting apparatus; amendment accepted.

Fulton County Bcstg. Corp., Atlanta, Ga.—Granted petition for leave to amend application for CP (Docket 7518) so as to specify 50 kw day 10 kw night with DA at night instead of 50 kw with DA day and night; amendment accepted.

WORC Louisville, Ky.—Granted petition requesting Commission to extend time within which it may file amendment to its application for CP (Docket 6052); time was extended to Sept. 1, within which WORC may file amendment to application to specify revised DA pattern.

Radio Corp. of Cedar Rapids, Cedar Rapids, Iowa—Granted petition to reopen record in hearing upon its application (Docket 6889) and application of Moline Dispatch Pub. Co. (Docket 6891) for purpose of receiving information concerning extension of terms of stock subscription agreement; said agreement filed with petition was accepted, and record opened for the sole purpose of permitting said stock agreement to be made part of record therein, and without further hearing said agreement is made part of record in Docket 6889.

KROY Sacramento, Calif.—Granted petition for leave to amend application (Docket 7170) so as to substitute Harmco Inc. (KROY) as the applicant in place of Royal Miller Radio (KROY); amendment accepted.

Lake Superior Bcstg. Co., Duluth, Minn.—Ordered that application (Docket 7353) of Lake Superior Bcstg. Co., presently scheduled for hearing Sept. 25, be removed from hearing docket.

Southern Calif. Bcstg. Co., Pasadena, Calif.—Commission on its own motion removed from hearing docket application of Southern Calif. Bcstg. Co. (Docket 6737), which was designated for hearing in consolidated proceeding with application of Orange County Bcstg. Co. (Docket 7337).

BY COMMISSIONER HYDE

B. Loring Schmidt, Salem, Ore.—Denied petition requesting Commission to enlarge issues in proceeding upon its application for CP (Docket 7624) and application in Docket 7379 (action 7-31).

Radio Wis. Inc., Madison, Wis.; Edwin Mead, Rockford, Ill.—Commission on its own motion continued hearing on applications of these applicants from July 30 to August 29 at Washington (action 7-29).

Idaho Falls Bcstg. Co. and Eastern Idaho Broadcasting and Television Co., Idaho Falls, Idaho—Commission on its own motion ordered that consolidated hearing on these two applications be scheduled for Aug. 19 at Idaho Falls (action 7-29).

The Asher Bcstg. Service, Quincy, Mass.—Granted petition insofar as it requests leave to amend and remove application for CP from hearing docket; accepted amendment to specify 910 kc instead of 1490 kc etc.; application as amended was removed from hearing docket (action 7-29).

Utah Valley Bcstg. Co., and Mid-Utah Bcstg. Co., Provo, Utah—Commission on its own motion ordered that consolidated hearing on these two applications be scheduled for August 15 at Provo, Utah (action 7-26).

AUGUST 6

Commission announced final decision (B-235) denying application of Sherwood B. Brunton et al for consent to transfer of control of Pacific Agricultural Foundation Ltd., licensee of KQW San Jose, Calif., to CBS (Docket 7013). Commissioners Wakefield and Jett issued separate dissenting opinions.

AUGUST 6

BY ADMINISTRATIVE BOARD

WFCI Pawtucket, R. I.—Granted license to cover CP which authorized increase power to 5 kw, employing DA day and night, and installation of new transmitter. Also authority to determine operating power by direct measurement of antenna power.

WFAS White Plains, N. Y.—Granted CP to move present licensed main transmitter to Secor Road, 2.8 miles west of White Plains, Town of Greenburgh, N. Y., to be used as auxiliary with power of 250 w.

WFAU Augusta, Me.—Granted modification of CP which authorized new station, to change type transmitter, for approval antenna and approval transmitter and studio locations at 160 Bangor St., Augusta, Me.

WPUV Pulaski, Va.—Granted modification of CP which authorized new station, to change location of studio to Maple Ave. extended, 1100' E. of corporate limits of Pulaski. Waiver Secs. 3.55(b) and 3.60 of rules granted.

WSIV Pekin, Ill.—Granted license to cover CP which authorized new station to operate on 1140 kc 250 w daytime. Also authority to determine operating power by direct measurement. Licensee is granted waiver Sec. 3.55(b) of rules; conditions.

WKTM Mayfield, Ky.—Granted modification of CP which authorized new station, for approval of antenna and approval of transmitter location on Highway 98, 2 miles west of Mayfield, Ky.

WCIF Madisonville, Ky.—Granted modification of CP which authorized new station, for approval of antenna and approval of transmitter and studio locations at: On Ky. Route 147, 1½ miles north of Madisonville, Ky.

KRES St. Joseph, Mo.—Granted license to cover CP which authorized new station, to specify studio location at 113 S. 7th St., St. Joseph, Mo. Also authority to determine operating power by direct measurement. Licensee is granted waiver Secs. 3.55(b) and 3.60 of rules.

WNBF Binghamton, N. Y.—Granted modification of license to change name of licensee to Clark Associates Inc.

KFJB Marshalltown, Iowa—Granted authority to determine operating power by direct measurement.

KVMV Twin Falls, Idaho—Granted CP install new transmitter. Permittee is granted waiver Secs. 3.55(b) and 3.60 of rules; conditions.

KFOX Long Beach, Calif.—Granted license to cover CP as modified, which authorized installation of new transmitter.

WENK Union City, Tenn.—Granted modification of CP which authorized new station, for approval of antenna and approval of transmitter and studio locations at 0.4 miles from city limits on U. S. Highway 51 N. E. of city, 1.6 miles from center of Union City business district, and Clymer-Tittsworth Bldg., 203 Main St., Union City, respectively. Permittee is granted waiver Secs. 3.55(b) and 3.60 of rules; conditions.

WKRG Mobile, Ala.—Granted modification of CP which authorized new station, to change transmitter location to S. E. ¼ of Sec. 3 Mobile, and change type of antenna with FM antenna mounted on top.

WMOI Moline, Ill.—Granted modification of CP which authorized new station, for approval of antenna and approval of transmitter and studio locations at 7th St. extension just beyond Moline City limits, So. Moline Twnp, Ill. and 1319 5th Ave. (Berglund Bldg.), Moline, respectively; permittee is granted waiver Secs. 3.55(b) and 3.60 of rules; conditions.

WGAP Maryville, Tenn.—Granted modification of CP which authorized new station, for extension of commencement date to 10-6-46 and completion date to 2-6-47.

WASK Lafayette, Ind.—Granted CP to install new vertical antenna and change transmitter location to R.R. 5, McCarty Lane, near City of Lafayette.

KRNR Roseburg, Ore.—Granted CP install new transmitter.

WTIC Hartford, Conn.—Granted CP install new transmitter.

WIBM Jackson, Mich.—Granted CP install new transmitter.

KONP Port Angeles, Wash.—Granted CP install new transmitter.

Administrative Board on July 29 extended following relay stations upon temporary basis only, for period ending Oct. 1, 1946, pending determination upon application for renewal of license: KFBL KFBM KFBR KFBT WHMK WJEK WEID WJRL KBIB KEHT WAAK WENP WENQ WENS WSOC.

Licenses for following relay stations were further extended upon temporary basis only, pending determination upon applications for renewal, for period ending Oct. 1, 1946: WODJ KEGE KFAA WEGP WJOT KEGH KEGI KNEL WADA WEGW WEGX WAUT WAUT WEQG WRET WQER WRDN KEHC KAXY KEIF KEIG KEJR KEJS KEJK KEGN KABG KRME WEOF WNRB KEJN WELT WEKL WEKM KBTA KBTB WRGG WEKQ WEHI WMWB KEQT WAXL WELY WTNK.

Applications . . .

JULY 31

AM—1230 kc

WCOL Columbus, Ohio—License to cover CP which authorized installation of new transmitter and vertical antenna and change transmitter location. Also authority to determine operating power by direct measurement of antenna power.

Video—82-88 mc

Wm. Penn Bcstg. Co., Philadelphia—CP new commercial television station on channel 10, 192-198 mc, ESR of 3600 and power of visual 5 kw (peak), aural of 3 kw—AMENDED: to change frequency from channel 10, 192-198 mc to channel 6, 82-88 mc and change studio location.

AM—1230 kc

KGHI Little Rock, Ark.—License to cover CP which authorized installation of new antenna and ground system, and change transmitter location. Also authority to determine operating power by direct measurement of antenna power.

AM—1340 kc

WJOI Florence, Ala.—License to cover CP as modified which authorized new station. Also authority to determine operating power by direct measurement of antenna power.

AM—1230 kc

WFRP Savannah, Ga.—Modification of CP which authorized new station, to change type of transmitter, approval of antenna, transmitter and studio locations.

AM—1400 kc

WJQS Jackson, Miss.—Modification of CP which authorized new station, for approval of antenna, transmitter and studio locations.

FM—Antenna

KFH Wichita, Kan.—CP mount FM antenna on top of AM tower.

AM—1340 kc

KJAM Vernal, Utah—Modification of CP which authorized new station, for changes in transmitting equipment, for approval of antenna and approval of transmitter and studio locations.

FM—Antenna

KOIN Portland, Ore.—CP mount FM antenna on top of AM tower.

AM—1400 kc

KKIN Visalia, Calif.—Modification of CP which authorized new station and transmitter, to change type transmitter location, approval of studio location and extension of commencement and completion dates.

AM—1570 kc

KCVR Lodi, Calif.—License to cover CP as modified which authorized new station. Also authority to determine operating power by direct measurement of antenna power.

Video—76-82 mc

American Bcstg. Co., San Francisco—CP new commercial television station on channel 7, 102-108 mc, ESR of 3950 and power of visual 40 kw (peak), aural of 20 kw—AMENDED: to change frequency to channel 5, 76-82 mc and type of transmitter.

Assignment of License

KEGR Area of Seattle, Wash.—Voluntary assignment of license to Totem Broadcasters Inc.

Applications Tendered for Filing:

AM—1260 kc

The New Haven Bcstg. Corp., New Haven, Conn.—CP new station 1260 kc 1 kw and daytime hours.

AM—1230 kc

Century Bcstg. Corp., Johnstown, Pa.—CP new station 1230 kc 250 w and unlimited hours.

Application to Purchase

WABW, WBBW Indianapolis—Application filed by Radio Indianapolis Inc. to purchase WABW and WBBW.

AM—1540 kc

Coast Radio Bcstg. Corp., Los Angeles—CP new station to 1540 kc 5 kw and daytime hours.

AM—1450 kc

Ben K. Weatherwax, Aberdeen, Wash.—CP new station 1450 kc 250 w and unlimited hours.

AM—910 kc

KALL Salt Lake City—Transfer 50% of stock of licensee corporation from Abrelia S. Hinckley, Geo. C. Hatch and Wilda Gene Hatch to The Telegram Publishing Co.

AUGUST 2

AM—1110 kc

Theodora Townsend, H. H. Thomson and George L. Young, partners d/b as Inter-City Bcstg. Co., Providence, R. I.—CP new station 1110 kc 1 kw and daytime hours.

Video—Transfers

Philco Radio and Television Corp., area of Washington, D. C., Philadelphia and New York—Voluntary assignment of license to Philco Corp. W10XAF W10XAD.

AM—1340 kc

WOPK Marietta, Ohio—Modification of CP which authorized new station, for approval of antenna and studio and transmitter locations—AMENDED: to change transmitter location.

AM—1490 kc

Bradford Publications, Bradford, Pa.—CP new station 1490 kc 250 w and unlimited hours.

Video—Transfer

Philco Products Inc., Springfield Township, Pa.—Voluntary assignment of license to Philco Corp. W3XF.

FM—47.9 mc

Piedmont Bcstg. Corp., Danville, Va.—CP new metropolitan FM station to be operated on 47.9 mc and coverage of 15,100 sq. mi.—AMENDED: to change officers, directors and stockholders.

FM—47.1 mc

Roanoke Bcstg. Corp., Roanoke, Va.—CP new metropolitan FM station to be operated on 47.1 mc and coverage of 34,350 sq. mi.—AMENDED: to change officers, directors and stockholders.

AM—550 kc

James G. Thomas, Lubert W. Barefoot, Lawrence Gooding and Hector H. Clark d/b as Sampson Bcstg. Co., Clinton, N. C.—CP new station 550 kc 1 kw and daytime hours—AMENDED: to add Stewart B. Warren to partnership.

AM—730 kc

Ernest E. Forbes Jr. tr/as Magic City Bcstg. Co., Birmingham, Ala.—CP new station 1490 kc 250 w and unlimited hours—AMENDED: to change frequency from 1490 to 730 kc, power from 250 w to 1 kw, hours of operation from unlimited to daytime, change type of transmitter and specify studio location.

AM—1450 kc

WCBS Springfield, Ill.—CP change type transmitter, install new vertical antenna and change transmitter location—AMENDED: re change in type of transmitter.

FM—Transfer

WTAX Inc., Springfield, Ill.—Relinquish of control of permittee corporation by Jay A. Johnson through sale of 475 shares common stock and 300 shares preferred stock to Oliver J. Keller, Archie Lee, Frederick G. Blackburn, Noah M. Dixon and Louis F. Gillespie.

FM—Transfer

WTAX Inc., Springfield, Ill.—Application to purchase controlling interest by Commodore Bcstg. Inc.

FM—100 mc

WGES Chicago—CP new metropolitan FM station to be operated on any frequency to be assigned in 100 mc band by FCC subject to approval of applicant and coverage of 10,800 sq. mi.—AMENDED: to change coverage from 10,800 to 8,914 sq. mi., specify population as 4,938,698, change transmitter site and make changes in antenna system.

FM—100 mc

WAIT Chicago—CP new metropolitan FM station to be operated on frequency to be assigned in 100 mc band by FCC subject to approval of applicant and coverage of 10,800 sq. mi.—AMENDED: to change coverage from 10,800 to 8,945 sq. mi., specify population as 4,750,852, change transmitter site and make changes in antenna system.

FM—93.1 mc

Mid-State Bcstg. Co., Peoria, Ill.—CP new metropolitan FM station to be operated on frequency to be assigned by FCC chief engineer and coverage to be determined—AMENDED: to specify frequency of channel 226, 93.1 mc, population of 506,450, coverage of 9,227 sq. mi., change transmitter location, transmitter and make changes in antenna system.

FM—Unassigned

Edward J. Altorfer, John M. Camp, John H. Altorfer, Katherine A. Swain and Timothy W. Swain, d/b as Illinois Valley Bcstg. Co., Peoria, Ill.—CP new metropolitan FM station to be operated on frequency to be assigned by FCC and coverage of 14,145 sq. mi.—AMENDED: to specify frequency as to be assigned by FCC, coverage of 14,145 sq. mi., population of 674,633, change type of transmitter and transmitter location, and make changes in antenna system.

AM—1190 kc

KWHK Hutchinson, Kan.—Modification of CP which authorized new station, change type transmitter, approval antenna and transmitter and studio locations.

Video—76-82 mc

Radio Sales Corp., Seattle, Wash.—CP new commercial television station to be operated on channel 1, 50-56 mc, ESR of 4160, and power of aural 2 kw, visual 4 kw (peak)—AMENDED: to change frequency to channel 5, 76-82 mc, change type of transmitters, make changes in antenna system and change transmitter location.

Video—76-82 mc

The Associated Broadcasters, San Francisco—CP new commercial television station to be operated on channel 4, 78-84 mc to channel 5, 76-82 mc, type of transmitter and make changes in antenna system.

Applications Tendered for Filing:

AM—1480 kc

WHOM Jersey City, N. J.—Transfer of control of licensee corporation from Cowles Bcstg. Co. to Il Progesso Italo-Americano Pub. Co.

AM—1400 kc

Yakima Bcstg. Corp., Yakima, Wash.—CP new station 1400 kc 250 w and unlimited hours.

AUGUST 5

AM—680 kc

WAPA San Juan, Puerto Rico—Modification of CP which authorized new station, for approval of antenna and approval of transmitter location and change studio location.

AM—690 kc

KVPO Honolulu, T. H.—Modification of CP which authorized new station, to change type of transmitter, changes in antenna and change transmitter and studio locations and extend commencement and completion dates.

AM—1280 kc

WOV New York—CP make changes in transmitting equipment of auxiliary transmitter. Also CP make changes in transmitting equipment.

Extension of Authority

CBS New York—Extension of authority to transmit programs to CFRB and CKAC and other stations under the control of the CBC for period beginning 9-15-46.

FM—Unassigned

WBNX Bcstg. Co., New York—CP new metropolitan FM station to be operated on frequency to be assigned by FCC and coverage of 9,760 sq. mi.—AMENDED: to change population from 12,528,390 to 12,350,661 and make changes in antenna system.

AM—1230 kc

Century Bcstg. Corp., Johnstown, Pa.—CP new station 1230 kc 250 w and unlimited hours.

AM—1450 kc

WPLH Huntington, W. Va.—Modification of CP which authorized new station, change type of transmitter, approval of antenna and approval of transmitter and studio locations.

AM—840 kc

WKAB Mobile, Ala.—Modification of CP which authorized new station, for approval of antenna and approval of transmitter and studio locations.

Hearings This Week

Subject to last-minute change by FCC

MONDAY, AUGUST 12, Washington
Further Hearing

Capitol Broadcasting Co., Greensboro, N. C.—CP 850 kc 1 kw daytime.

The News and Observer Pub. Co., Raleigh, N. C.—CP 850 kc 5 kw day 1 kw night, unlimited.

Other Participants—WRUF Gainesville, Fla., intervenor.

WEDNESDAY, THURSDAY, AUGUST 14-15
Fargo, N. D.

KVOX Moorehead, Minn.—CP 790 kc 5 kw unlimited.

Northern States Bcstg. Co., Fargo, N. D.—CP 790 kc 5 kw unlimited DA-night.

THURSDAY, AUGUST 15, Provo, Utah
Room 209, Federal Bldg.

Utah Valley Bcstg. Co., Provo, Utah—CP 1450 kc 250 w unlimited.

Mid-Utah Bcstg. Co., Provo, Utah—Same.

KROW

THE LEADING NIGHT-TIME STATION

for Oakland and Berkeley

"Facts Consolidated" reports the following comparative audiences on a recent summer evening:

KROW	32.8%
Network Station A	13.8%
Network Station B	12.9%
Network Station C	12.7%
Network Station D	11.7%
Independent S. F. Station X	4.4%

KROW

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BILLINGS, MONTANA
5000 WATTS
790 KC
NBC
Represented by
THE KATZ AGENCY, Inc.

WCKY
the 50,000
watt voice
of Cincinnati

AM Standards

(Continued from page 15)

those protected under present standards and those protected under new standards. Mr. Graham said the distinction already has been lost "through practice" and that the main accomplishment of the change would be in its "international implications."

Local Stations

The plan also omits the existing provision for assignment of local stations on regional channels under certain conditions, but Mr. Graham said such assignments have been rare.

He said "there was some discussion" among engineering conferees regarding "a maximum and minimum mileage protection on top of the 0.5 millivolt daytime protection" of local stations, but that the matter was left to the Commission. Mr. Jett said he thought it advisable to stick to field strengths rather than mileage as the yardstick of protection.

(It was pointed out that local stations were not represented at the conference, although notice was sent to all licensees. NAB was represented, officials said, but did not choose to participate in the voting.)

Engineers were given one week to file objections to a provision that the decibel (DB) method be used in computing signal strengths over paths of varying conductivity. It was suggested that this method should be required, with applicants permitted to submit computations based on other methods if desired.

Only witness other than Mr. Graham was E. C. Page, MBS vice president in charge of engineering, who offered several suggestions including a proposal that "some standard" be adopted to assure local stations of interference-free coverage of their home communities at night. He recommended a minimum service area extending to the city limits, but would exclude metropolitan areas from this provision.

He said no serious problems had been encountered in experience with 30-kc separation but conceded that they could arise. He suggested, however, that assignments as close as 30 kc apart should be allowed upon a showing that public interest would be served.

Bailey Objection

Stuart L. Bailey, Washington consulting engineer, renewed his objection, first voiced at the engineering conference, to the proposal that the ratio of desired to undesired groundwave signal be changed (from 2-to-1) to 1-to-2.

Gustav B. Margraf, representing NBC, questioned whether the ratio for skywave interference (proposed as 1-to-5) should not be the same as for groundwave.

Andrew G. Haley, counsel for ABC, expressed general agreement with the proposed standards but objected to the 30-kc separation plan.

Louis G. Caldwell, counsel for Clear Channel Broadcasting Service, said CCBS interests would not be involved by immediate or later adoption of the standards as proposed. However, he questioned the reasons for having one standard to determine extent of coverage in a station's home town and another standard to calculate its coverage in other cities.

Paul D. P. Spearman, counsel for Regional Broadcasters Committee, queried Mr. Graham on the advantages of eliminating distinction between Class 3-A and Class 3-B stations, asking whether "international criticism" might not result.

Uniform Daylight Saving Plan Is Urged by Canadian Group

CONTROL of hitch-hike announcements, uniform method daylight saving time, and a closer check on franchises given advertising agencies were advocated at the 12th annual convention of the Western Assn. of Broadcasters (Canadian) held at Harrison Hot Springs, B. C., Aug. 5-6.

A. M. Cairns, manager of CFAC Calgary, was elected president, succeeding G. R. A. Rice, owner of CFRN Edmonton, president for the past four years. Directors elected were G. R. A. Rice, A. A. Murphy, owner of CFQC Saskatoon, and Gordon Henry, manager of CJCA Edmonton.

WAB unanimously passed a resolution for uniform daylight saving time policy to overcome confusion. It was decided stations should adopt one time or the other for all Canada, irrespective of local decisions.

Committee Named

Following a lengthy discussion on commercial practices and procedures, it was decided to set up a committee to control hitch-hike announcements. The committee will consist of members of the Assn. of Canadian Advertisers, one from Canadian Assn. of Advertising Agencies, one from CBC, and George Chandler, CJOR Vancouver; F. H. Elphicke, CKWX Vancouver; J. Hunt, CKMO Vancouver; Wm. Rae, CKNW New Westminster, B. C. The committee would begin operations in western Canada and could enforce decisions by cancelling station membership in WAB or by having agencies and advertisers withholding business from offending stations.

The WAB resolved to suggest to the CAB that it examine the situation, to make sure all agencies were observing CAB franchise regulations.

Mr. Rice in his presidential address referred to the presentation of the briefs by the CAB to the Parliamentary Radio Committee [BROADCASTING, July 15], and pointed out that the briefs had shown that the majority of stations were conscious of their responsibilities to their communities. He stated that independent stations had erred in not properly publicizing their community work.

James Wallace, manager of KPQ Wenatchee, Wash., told the Canadian broadcasters of FM development in the United States. He said it would be many years before FM replaced AM broadcasting and suggested station owners prepare for FM.

New BBM Report

Meetings of the CAB should be moved back to February from May, it was suggested, if private stations are to present their cases effectively to future Parliamentary committees. Only 33 of 81 CAB member stations responded to a public service questionnaire, it was stated.

Horace N. Stovin, radio representative, said Bureau of Broadcast Measurement is working on a new report based on a 32,000 return of 62,000 ballots mailed. Report will contain up-to-date lists of radio homes.

D. Leo Dolan, chief of the Canadian Travel Bureau, Dept. of Trade & Commerce, urged wider use of programs with Canadian talent, telling the history, culture and recreational story of the Dominion.

WHDH Moves

JUST 12 weeks and 5 days after plans first went on paper WHDH Boston Aug. 4 began operations from newly-constructed studios in the Shearer Bldg. on Park Square. The six studios are designed to have no parallel surfaces, permitting complete diffusion of sound and absorption of low frequencies.

Register Early

REGISTRATION of NAB convention delegates Sunday Oct. 20 is advised by the association to avoid a Monday crush as the Chicago session opens. Hilton Hotels in Chicago (Palmer House and Stevens) inform NAB the hotels have heavy checkouts Sundays but are usually sold out late in the day. Rooms reserved for Sunday will not be held after 6 p. m. unless special notice is given the hotels.

Fire Prevention

THE ADVERTISING COUNCIL which began forest fire prevention campaign five years ago in cooperation with the Forest Service of the U. S. Department of Agriculture, is planning an extensive promotion of this campaign for the remainder of the summer and fall. Radio advertisers throughout country will cooperate on network shows to help reduce number of forest fires.

ON HIS SECOND BIRTHDAY celebrated as vice president of WING Dayton and WIZE Springfield, Ohio, John Pattison Williams was given a party by his fellow broadcasters. Mr. Williams is also president of the Ohio Assn. of Broadcasters. At the party are (seated l to r): F. G. Dykstra, WING manager; Mr. Williams; Ruth R. Krouse, WING merchandising consultant. Standing (l to r), Thomas Hogan, auditor; Charles Reeder, WING musical director; James McGavran, WING continuity director; Arthur Martin, program consultant for WING and WIZE; Charles Sawyer, WING, WIZE president, and former U. S. Ambassador to Belgium; Adna Karns, WIZE manager; E. C. Crane, WING promotion director.

Dunton Tells Final Ottawa Hearing CBC Now Has Everything It Wants

CANADIAN BROADCASTING CORPORATION has all its wants now, its chairman, A. D. Dunton, told the final public session of the Parliamentary Radio Committee at Ottawa Aug. 6.

Mr. Dunton said that private stations would not be taken off the CBC Trans-Canada, Dominion and French networks. Regarding frequencies he stated, "I can't see the need of any more" once the CBC has the three clear-channel frequencies now occupied by two privately-owned stations and one provincial Government-owned station, CFRB Toronto, CFCN Calgary and CKY Winnipeg.

No Public Pressure

Mr. Dunton said that there had been no public pressure from people in Alberta province for the CBC to build a 50 kw station there and take over the 1010 kc channel now used by CFCN. (CBC has recommended to the Department of Transport that CFCN be shifted to 1060 kc on June 1, 1947.)

Regarding CFRB whose 860 kc frequency CBC wants for its key Dominion network station, CJBC Toronto, to go to 50 kw, Mr. Dunton explained that CBC was not expropriating or taking over CFRB, but only taking over its wavelength. "It's the policy of (the CBC) to encourage CFRB to develop and to do business .... CFRB still has more power and widest coverage of any privately owned station in eastern Canada." (CFRB has been advised to move to a choice of four frequencies, with power limited to 10 kw.) Mr. Dunton agreed CFRB on another frequency may lose some of its coverage.

Free Newscasts

Most of final day's session was taken up with discussion of *Toronto Daily Star's* free newscasts twice daily on CBL Toronto, which are worth in commercial time about $42,000 to the CBC. Correspondence dating back to 1936 was read to show how the newscasts originated. CBC board of governors at its next meeting will discuss the newscasts, Mr. Dunton said. It was revealed at the hearings that the newscasts had never been discussed at CBC board meetings in all these years, had been privately arranged by the first general manager, Gladstone Murray, and carried as sustainers, while CBC carried national newscasts for which it pays press services $95,000 annually.

Political broadcasting and freedom of the air insofar as talks by Communists are concerned, were also discussed at this session. Mr. Dunton said private stations had the right to refuse Communists time on the air, but that CBC policy believed that all important points of view should be given a fair chance. He pointed out that free political time on national networks was worked out by all political parties with CBC.

BMB Draws Crowd

BMB will hold the fourth of six seminars explaining the use of BMB data to buyers and sellers of radio time Wednesday at 2:30 p.m. at BMB headquarters in New York. Lack of space forced BMB to turn people away at the first two sessions, and the organization asks those who plan to attend to telephone for reservations in advance. Any member of an advertiser's firm, agency, station, network, station representative or anyone otherwise connected with broadcasting is welcome to attend. Clinics will also be held Aug. 21 and 28 [BROADCASTING, July 29].

FM Promotion

(*Continued from page 15*)

dresses of owners of prewar FM sets, built for the 42 to 50 mc band. With this information KTRN hopes to arrange for a changeover to the new frequencies in the most economical manner.

Maps showing the area KTRN will cover were sent to all dealers for display to rural customers, who doubted its reach.

A new weekly feature in both the morning and evening newspapers is Mr. Robertson's column "FM Radio Quiz Corner."

Ambitious Local Program

Dealers now report that all prospective customers ask for FM but the supply of sets has so far been disappointing.

Although no network facilities will be available, Mr. Robertson has planned an ambitious schedule of local programs, built around high school sports events, farm news and advice, civic activities and a safety program sponsored by the State Highway Patrol.

The station will have a Hammond organ, World Transcription Service and the Associated Press radio news wire. Emphasis will be on good music, but there will be plenty of dance music for the youngsters. "The station the kids like is the one that is listened to most," Mr. Robertson says.

He thinks that the sooner KTRN gets on the air, the sooner the sets will begin arriving in numbers. The beginning schedule will run from 9 a.m. to 9 p.m. Although this is the minimum required night broadcasting, the schedule is designed to have a program on the air throughout the day so that dealers can demonstrate the sets.

Near Completion

Construction is now 75% complete on the transmitter station and studio building which will have an overall cost of about $85,000. Site for the transmitter was selected as the highest available and has an altitude of 1010 feet above sea level. A 455-foot tower, manufactured by International Derrick and Equipment Co., will be surmounted by a 42-foot General Electric antenna. Other equipment is GE.

KTRN will be operated under the same management as the *Times* and *Record News*. Ed Howard is president and general manager of the company. Mr. Robertson will be chief engineer as well as manager.

Communications Patents

GROUP of patents covering communications and signaling has been placed on the Patent Office Register of Patents Available for Licensing or Sale. The group includes ultra-high frequency receiving system, automatic recording method and induction radio system.

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KGW
PORTLAND, OREGON
REPRESENTED BY EDWARD PETRY & CO.

BROADCASTERS' AID IS ASKED FOR YOUTH

ESTES PARK, Col.—Taking cognizance of the growing problem of juvenile delinquency the NAB Board of Directors at its meeting here last Thursday called upon the nation's broadcasters for close supervision in selection and control of material, characterizations and plot of presentations.

Acting upon recommendation of President Justin Miller, whose avocation has been criminology, the board emphasized the need for careful attention to the established policy written in the NAB Code requiring supervision of programming.

The board urged cooperation with all interested agencies and organizations in curbing juvenile delinquency and further urged President Miller as a member of the Attorney General's committee for juvenile delinquency to pledge to this cause "the utmost support and cooperation of the industry."

Labor Bargaining

(*Continued from page 16*)

tiations in Los Angeles area is proximity of motion picture industry. Wage rates in this industry are abnormally high. Los Angeles radio stations feel this condition acutely particularly with respect to IBEW, since the same local union has the bulk of its membership in movie studios.

Sufficient time has not yet passed to assess the value of joint negotiations conclusively. But enough experience has been had to take stock. In the eyes of local stations and unions concerned, it is agreed that the method is equitable to both sides.

Joint Negotiation

Joint negotiation in Los Angeles has produced an acceptance by both unions of a grouping of stations and establishment of salary differentials between several groups. It was not easy to arrive upon an agreement with respect to such groupings on either side of the bargaining table. After thrashing out the problem, acceptable criteria were established to permit establishment of fair differentials.

From industry's point of view these pay differentials are realistic. This is so, since they represent collective analysis and study of all employers participating.

Biggest accomplishment has been establishment of balance among all stations, obviating dissimilarities which existed previously in the independent contracts at various stations. Of course, it is true that in striking this balance in a first negotiation it is necessary for stations to grant various percentages of increase. However, establishment of these uniform agreements of wage structures and working conditions appears to provide a sound basis for the future.

NAB BOARD SIDELIGHTS

ONE member of the NAB Board didn't get much travel expense for the Estes Park meeting. J. Harold Ryan, Fort Industry Co., vice president, simply walked across the road, since his ranch, at which he is vacationing, is the house closest to the spacious Stanley Hotel grounds.

* * *

The board coterie, augmented by legal lights in Colorado and Denver was entertained by Denver stations at a Wild West chuck wagon dinner Wednesday night. Hugh Terry, KLZ Denver, host NAB director, was m. c. and acquitted himself so well that each of the network directors, ever alert for new talent, propositioned him.

* * *

NAB President Miller was presented with a hand tooled billfold by Gov. John C. Vivian at the outing. It was embossed on one side with a wedge-shaped microphone, on the other with initials.

* * *

Many broadcasters renewed acquaintance with Palmer Hoyt, former OWI domestic director, who recently left the *Portland Oregonian* (KGW) to become editor and publisher of the *Denver Post*. He has done things with the famed *Post*, and most important to radio, has begun a new era of cooperation.

* * *

Best gag at the board sessions was intermittent question shot at MBS President Ed Kobak on the latest count of affiliates. The final report was that MBS would hold affiliates meeting during the NAB convention in Chicago at WGN's large studio with every chair occupied. It seats 600.

* * *

Herb Hollister, missing from NAB councils for several years, turned up as licensee of the new KBOL Boulder, Col., which expects to go on the air in November. Herb, head of Hollister Crystal Co., and former half-owner of KANS Wichita, is now president of the Colorado Mountain Club. He exhibited 16 mm. Kodachrome pictures of his climbing exploits. The one-hour performance left board members and their wives limp. Only Dick Shafto, WIS Columbia, cottoned to it. He went mountain climbing with Herb Friday but only over the junior route.

* * *

Busiest bee around Stanley was Lee Fondren, KLZ promotion manager, who doubled in brass as official photographer (Speed Graphic no less) and superofficial escort to Denver, 75 miles distant over winding mountain roads. He made a dozen auto trips picking up and delivering members.

* * *

Communications from Estes Park to points east and west were virtually nonexistent so NBC installed a teletype at the Stanley at the eleventh hour. BROADCASTING's copy as well as other urgent communications were moved over the emergency channel. KOA general manager Lloyd Yoder mustered into service Ed Weber, the station's night supervisor, who broke new records in pick and hunt teletyping.

* * *

New NAB dancing champion took over during session. Mike Hanna, WHCU Ithaca, attending his first board meeting as successor to Kolin Hager, formerly WGY, had the ladies swooning with his fancy footwork.

* * *

Migratory broadcasters who happened to be at the Stanley during sessions included Hugh A. L. Halff, president of WOAI San Antonio, who was vacationing at the Stanley with his family and who left the board only this year; Joe Carrigan, owner of KWFT Wichita Falls, Tex., who has a summer home in Colorado Springs, and Kenyon Brown, manager of KOMA Oklahoma City.

New Orleans Out

THE 1947 NAB Convention won't be held in New Orleans as originally planned because the city feels it can't accommodate a convention of 1,800 or 2,000 at this time. NAB board meeting in Estes Park, Col., last week authorized Secretary-Treasurer C. E. Arney Jr. to investigate the possibility of other sites for the convention with a board member of his own choice—likely the member closest to the city or resort to be investigated.

WOV Sale

(*Continued from page 16*)

ceedings, of the decision in the WORL case.

With the withdrawal of the Paulist Fathers from the scene, lawyers for Richard E. O'Dea, of Paterson, N. J., a minority stockholder holding 20% of the voting stock and 50% of the non-voting stock in WOV, began examining WNEW witnesses.

Mr. O'Dea has charged in previous actions dating back to 1943 that Mr. Bulova made a greater profit than was indicated in dividend reports when $200,000 was transferred from Wodaam Corp. to WNEW, operated by the Greater New York Broadcasting Corp. At last week's hearing the "how" of the profit had not been clearly ascertained. Engineering testimony will be presented to the FCC in Washington by WNEW soon.

NAB Board

(Continued from page 13)

Aberdeen, Wash.; Hugh B. Terry, KLZ Denver; Hoyt B. Wooten, WREC Memphis.

Those who voted against the proposed rules as written are understood to have been F. M. Russell, NBC Washington vice president; Joseph H. Ream, CBS senior vice-president (sitting-in for CBS President Frank Stanton); J. Harold Ryan, Fort Industry Co. vice president; William B. Ryan, KFI Los Angeles; William B. Way, KVOO Tulsa; George D. Coleman, WGBI Scranton.

More Transcriptions

The action of course does not preclude the appearance of those opposed to the board's view before the FCC hearing to express their individual positions or those of their companies. Involved in the discussion was the indicated trend toward increased use of transcribed or prefabricated programs over networks. The Bing Crosby-*Kraft Music Hall* incident has focused attention upon this development.

The board, after a discussion of the Employe-Employer Relations Dept., urged President Miller to "exercise utmost dispatch" in fully staffing the department, which now lacks an executive head.

The board instructed the Legal Dept. to proceed with the processing and indexing of the FCC Rules & Regulations in looseleaf form.

As its final action, the board gave a standing vote of thanks and appreciation to Director Hugh Terry and the Denver stations for the "splendid arrangements and fine hospitality" during the sessions.

Other Actions

Other board actions included:

Adopted resolution submitted by Music Advisory Committee authorizing $5,000 for a study of blanket and per program music licenses in various types of stations in view of the expiration of both ASCAP and BMI contracts on Dec. 31, 1949. Report must be made prior to October convention.

Recognized need for establishment of standards for program ratings but felt Advertising Research Foundation jointly sponsored by ANA-AAAA is not agency through which such standards should be brought out as proposed in report of ANA, NAB and American Assn. of Advertising Agencies. Proposed that further study be made to determine proper methods in cooperation with other groups, feeling that industry should not go into program rating business but simply should set standards.

Approved as proposed by Sales Managers Executive Committee standard AAAA contract form with continuing study to be made. Instructed Director of Broadcast Advertising to prepare mats and send to all station members.

Tabled plan for agency recognition bureau within NAB on ground not needed nationally and if desired locally can be set up without NAB participation except as to broad standards.

Approved recommendation of Engineering Executive Committee that study be made toward establishment of universal standards for recordings so all recordings will perform on all turntables.

Adopted two resolutions on FCC rule 91-D requiring smaller stations to operate with first class operators. Supported continuance of rule but recognized existing hardships and, as second phase, urged long-range study with a view to creating a new class of licensed operator to handle local outlets permitting less technical expense and opportunity to divert more money for program development.

Rescinded previous action on establishment of national and local awards to networks and stations but authorized President Miller to appoint new committee to contact other elements in radio on whether they wish to consider feasibility of such a project, but without making any commitment for NAB, which would not participate in awards. Proposal that $5,000 be appropriated was rejected but traveling and incidental expenses of committee will be paid. Previous committee headed by William B. Ryan, KFI Los Angeles, discharged with thanks.

Authorized President Miller to appoint delegation to attend Inter-American Radio Congress in Mexico City beginning Sept. 30 to solidify Pan-American commercial radio relations and policies. Congress originally planned to meet in Havana last May.

Ruled that no staff member of NAB may engage in station operation, acquire stock in stations or accept any fee or emolument from station sources. Left to President Miller matter of disposing of two existing cases.

Referred to Finance Committee for study and report proposal of Public Relations Executive Committee that New York office be established with an assistant to the president in

(Continued on page 84)

NAB Plans to Move Into New Headquarters This Autumn

NAB will move into its new Washington headquarters building during the autumn if necessary repairs to the four-story structure can be completed. The association took title last week to the building, located at 1771 N St. N.W., across the street from the present residential headquarters.

Canadian Embassy, which uses the building as an annex, will vacate by Sept. 1 at which time NAB can start a six-week remodeling and renovation program. Plans for complete new partitioning of all four floors and the basement have been prepared under supervision of James C. Middlebrooks, NAB Director of Engineering.

Negotiated in May

Negotiations for purchase of the building were begun last May [BROADCASTING, May 20]. It was built originally as the palatial 35-room town house of William P. Eno, inventor of the traffic light. The building has about 75,000 feet of floor space.

Repairs are not expected to require Civilian Production Administration approval since little new material will be used. Present partitions will provide ample studding for new partitions. The coal boiler will be converted to oil.

Cost of repairs has not been definitely calculated but the NAB board last week authorized use of contingent funds to finance the project. Proposal to finance the $200,000 plus cost of acquiring the building through special assessment of members was rejected by the board (see main board story page 13).

Arrangement

Basement of the building, under present plans, will house printing and production equipment, files, utility room and storage facilities.

First floor will have a reception hall, with offices of secretary-treasurer, Information Dept., executive assistant for public relations and visitors' room. On the second floor will be a board room and offices for the Dept. of Broadcast Advertising director and three assistants; Research Dept. and staff; research library.

On the third floor will be the proposed new Program Dept., along with director of government relations and FM Dept., director of special services, director of engineering and Employe-Employer Dept. staff.

President and executive vice president's offices will be located on the fourth floor, with a study off the president's office. Adjoining offices are provided for their secretaries. Other fourth floor offices will be those of the general counsel and assistant general counsel, with space for a law library.

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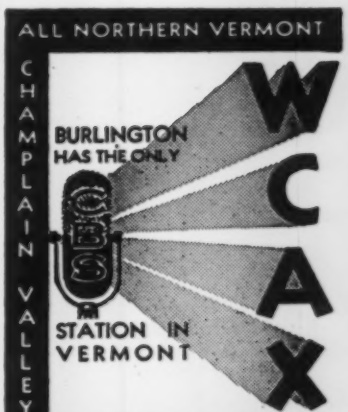

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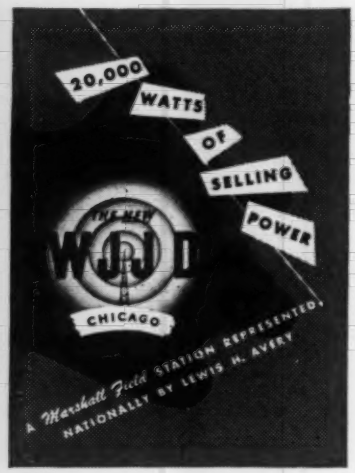

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WIBW The Voice of Kansas in TOPEKA

NAB Board

(*Continued from page 83*)

charge. This stemmed from suggestions that Executive Vice President A. D. Willard Jr. be transferred to proposed New York sub-headquarters.

Discussed AT&T line charges as posed by DeQuincy V. Sutton, Washington consultant, in article in July 29 BROADCASTING, and referred matter to Research Dept. for study and recommendation.

Named Robert C. Coleson, since January western representative of NAB, as assistant to President Miller, continuing to headquarter in Hollywood.

Instructed committee cooperating in production of film "Magic in the Air" to explore story and if satisfied it will be top flight production to recommend to next board meeting extent to which radio should actively support and promote film devoted to radio's development.

Rejected special assessment of membership to offset investment of $200,000 in new NAB headquarters building but authorized detailed study of dues schedules for submission to next board meeting. Desire is to bring NAB reserve fund to level equivalent to one year's annual dues, recognized in trade association fields, which in NAB's case would mean around $500,000.

Generally moved to effect economies in NAB operation, ordering Secretary-Treasurer C. E. Arney Jr. to analyze amounts of subscriptions and dues to outside organizations and associations, advantages derived and those memberships which he feels should be retained.

In acting upon procedure on revision of the Standards of Practice, the board had before it recommendations of four of its top committees which had met within the past six weeks.

Vigilance Urged

The general Strategy Committee which met in Washington July 9 recommended that any action taken by the NAB in the field of programming and advertising should be "without recognition of any power on the part of the FCC to take such matters into account in exercising its licensing and regulatory powers over broadcasting under the Communications Act."

It specifically urged that "vigilance be continuously exercised with respect to attempts by the Commission of regulation of broadcast programs and advertising" and that such attempts be reported to the NAB with the board ready "in clear cases of actual or threatened usurpations of power, to authorize its representatives to take or participate in appropriate legal proceedings in opposition thereto."

Another report approved was that of the Freedom of Radio Committee which recommended creation of a council in each district to be composed of a representative of each state to be selected by the NAB member stations within each state. The committee also had recommended that the NAB look to the cooperation of the press and motion pictures groups as well as other appropriate groups with respect to freedom of expression as an ultimate objective but that action be deferred until clearly defined procedures are evolved.

In connection with the music action the board was told that studies indicate that broadcasters are paying substantially larger amounts for music than other media also dependent on ASCAP, BMI and other copyright owners. One report is that radio is paying almost 30 to 1 more than the motion picture industry.

In streamlining the district meeting procedure, emphasis was placed upon relieving President Miller and his staff of arranging and attending the 17 separate district sessions. Whenever feasible joint meetings will be held, the president to attend each district at least once every two years. The three West Coast meetings might well be combined, it was pointed out, along with others in contiguous districts.

Adoption of the proposed amendment to Article 14 of the by-laws is designed to pave the way for complete revision of the NAB's constitution and by-laws. When written in 1938 the NAB had a membership of 350. The amendment provides that the board may submit for referendum vote by mail propositions to amend the charter or by-laws and that 5% of the membership may petition the board 30 days in advance of any meeting. Consideration of proposed amendments would be mandatory upon the board.

Previously J. Harold Ryan, as chairman of the By-Laws Committee, reported that with the growth of the association to a membership of more than 1,000 the by-laws should be completely overhauled and modernized to meet current and expected membership requirements.

Total NAB Membership Exceeds 1,050 As Board Approves 60 Applications

NAB MEMBERSHIP eclipsed the 1050 mark with the approval by the Board of Directors at its Estes Park, Col., meeting of some 60 applications for all membership classes.

Topping the list of new active members was WDAF Kansas City, which returned to the fold after several years' absence. Other new active members include KFVD Los Angeles, KOAL Price, Utah, WPRA Mayaguez, Puerto Rico, and WTIK Durham, N. C.

Associate Members

New associate members among AM construction permit holders are KCHS Hot Springs, N. M.; KDRS Paragould, Ark.; KERO Bakersfield, Calif.; KIST Santa Barbara; KMVI Wailuku, Hawaii; KOLO Reno, Nev.; KPOA Honolulu; KWIN Ashland, Ore.; WCTA Andalusia, Ala.; WCTC New Brunswick, N. J.; WDSG Dyersburg, Tenn.; WKAY Glasgow, Ky.; WKMB New Britain, Conn.; WKRG Mobile, Ala.; WKYB Paducah, Ky.; WLAM Lancaster, Pa.; WLAU Laurel, Miss.; WLBR Lebanon, Pa.; WLOE Leaksville, N. C.; WMON Montgomery, W. Va.; WTIP Charleston, W. Va.; WTNB Birmingham, Ala.; Greater Muskegon Broadcasters Inc., Muskegon, Mich.; Carroll R. Hauser, Eureka, Calif.; Monroe Broadcasting Co. Inc., Rochester, N. Y.; Northern Virginia Broadcasters Inc., Arlington, Va.

AM station applicants admitted to associate membership are Broadcast Management Inc., Bethesda, Md.; James L. Frank, Colorado Springs, Col.; Macomb Broadcasting Co., Macomb, Ill.; MacEvoy Broadcasting Corp., Roswell, N. M.; Tri-Suburban Broadcasting Corp., Silver Spring, Md.; Valley Broadcasting Corp., Allentown, Pa.

New Britain Broadcasting Co., New Britain, Conn. (WKNB-FM) and Rome Centennial Co., Rome, N. Y., were admitted to FM associate memberships as holders of conditional grants. George C. Davis, Washington consulting engineer, was admitted to associate membership, along with George Jasper, Boston; Howard S. Frazier, Washington, and Fred A. Palmer, Cincinnati, radio consultants.

Transcription companies admitted to associate membership were Capitol Records Inc., Hollywood; Neblett Radio Productions, Chicago; SESAC Inc., New York, and Frederic W. Ziv Co., Cincinnati. Equipment manufacturers admitted to associate membership were Frederic Park Co., New York, and Langevin Co. Inc., New York.

Rules Revised

AMENDMENT to the rules governing amateur radio operators was announced last Wednesday by the FCC. Revised version (1) permits applicants for amateur licenses to hand-print code tests; (2) provides for assignment of an unassigned two-letter call to a previous holder; (3) allows use of geographic terms as phonetic aids to identify call of station when using telephony and (4) establishes a calling procedure for mobile amateur radio stations which are operated aboard vessels or aircraft on voyages outside the U. S., its territories and possessions.

Two AMs Approved, Three Proposed

WAZL Move to 1490 kc Aids Pennsylvania Decisions

FCC last Thursday issued a final decision to change operating assignment of WAZL Hazleton, Pa., from 1450 to 1490 kc and grant new stations on 1450 kc at Wilkes-Barre and Pottsville, Pa.

The Commission also handed down two proposed decisions looking to grants for new stations in Augusta, Ga., and Murfreesboro and Nashville, Tenn. Three conflicting applications in Augusta case and four in Nashville-Murfreesboro proceeding would be denied.

Then Pennsylvania final grants, both for 250-w operation, go to Miners Broadcasting Service, Pottsville, and Wyoming Valley Broadcast Co., Wilkes-Barre. The decision noted that WAZL's 250-w operation on 1450 kc at Hazleton would prevent a grant of either of the other applications, but that both could be granted and WAZL's service area would not be substantially changed if the Hazleton station moved to 1490 kc. WAZL, recently sold by J. Hale and John F. Steinman to a group of Hazleton businessmen subject to FCC consent [BROADCASTING, July 29], had indicated it would not object to change.

Eight Partners

Miners is owned in equal interests by eight partners, with two "executive partners" who will have direct responsibility for the station: James J. Curran, Judge of the Court of Common Pleas of Schuylkill County, and Joseph L. Maguire, construction and bus companies executive.

Other members of the partnership, which last week received a final construction permit for an FM station at Pottsville (see story page 92). James F. Koch, R. J. McCall, Evan Evans, John T. Maguire, Kenneth Maguire, and John Grenoble, all business or professional men of the Pottsville area. None of the owners has had radio station experience, but they have retained Clifford M. Chafey, a veteran radio man, to supervise planning and to develop a staff.

Wyoming Valley also is a partnership of eight business and professional men: Harold T. Gray, 25% owner of WCED Dubois, Pa.; Gerald L. and Vernon G. Wise, 16 2/3% each in Eagle Printing Co., Butler, Pa., an FM applicant; Roy Morgan, former Pennsylvania State College faculty member now director of instruction at New Haven Junior College, who will be general manager of the station; Thomas F. Shelburne, former Virginia teacher, now with OPA in Washington, who would be assistant manager; Mitchell Jenkins of Wilkes-Barre; Leon Schwartz and I. C. Morgan of Nanticoke, Pa.

Both Miners and Wyoming Valley had filed affidavits promising compliance with principles outlined by FCC in the "WHKC Case" regarding the broadcasting of controversial issues.

In its two proposed decisions, the Commission looked toward grants for Savannah Valley Broadcasting Co., Augusta, 1340 kc with 250 w fulltime; Murfreesboro Broadcasting Service, Murfreesboro, 1450 kc with 250 w fulltime, and Capitol Broadcasting Co., Nashville, 1240 kc with 250 w fulltime.

The proposed grants exchanged the frequencies sought by Capitol and Murfreesboro, but the Commission had stipulated that it would decide on a comparative basis the frequencies best suited to the respective communities.

Since only two of the Murfreesboro-Nashville applications could be granted due to interference problems, FCC proposed to deny the competing applications of Nashville Radio Corp., seeking 1450 kc at Nashville; Tennessee Radio Corp., Tennessee Broadcasters, and J. W. Birdwell, seeking 1240 kc at Nashville.

The decision noted that a grant of the Murfreesboro application would provide better distribution of service by putting an outlet into a town which now has no station. The proposed grantee firm is a partnership of Cecil N. Elrod and Cecil N. Elrod Jr., Murfreesboro merchants, and S. D. Wooten Jr., chief engineer of WREC Memphis and 25% owner of WHBQ there. Mr. Elrod Jr., an Army veteran, operated an AFRS station in Brazil.

Capitol Owners

Capitol Broadcasting Co., which received the proposed grant for Nashville, is owned in equal shares by A. G. Beaman, engaged in the soft drink bottling and distributing business at Nashville, and T. B. Baker Jr., local advertising director of WLAC Nashville, who would be manager of the new station. Grounds for choosing Capitol for the Nashville grant included local ownership and close acquaintanceship with local affairs.

Savannah Valley, proposed grantee at Augusta, is owned by George C. Weiss, Army veteran and former WGAC Augusta announcer, who is president and would be manager (40%); W. Montgomery Harison Sr., in real estate and other businesses, who received and gave up an Augusta CP in 1941, vice president (40%); Randall K. Strozier, an auditor, formerly with WRDW Augusta, who is treasurer and would be office manager (10%); Dudley H. Bowen, half-owner of a hardware company, secretary (10%).

Local ownership and program plans—including 45% of time in local presentations with half of this in live programming; 53% of time to be sustaining—were given as major reasons for choosing Savannah Valley for the proposed grant. Proposed for denial were the conflicting applications of Voice of Augusta Inc., Augusta Chronicle Broadcasting Co., and Georgia-Carolina Broadcasting Co. Walter J. Brown, former special assistant to the Secretary of State, now vice president and general manager of WSPA Spartanburg, and his nephew Edgar W. Teasley own 51% of Georgia-Carolina.

Carlson to Oppose Moving 'Light' West

THREATENING contempt charges against Irna Phillips, attorneys for Emmons Carlson, NBC Central Division advertising and promotion director, said last week they would block any attempt to move the *Guiding Light* from Chicago to the West Coast Sept. 2, as announced by Carl Wester, producer for the General Mills hour [BROADCASTING, Aug. 5].

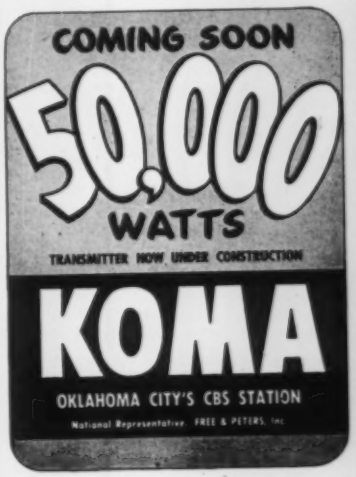
Following a State Supreme Court order holding that Mr. Carlson is half owner of the *Guiding Light*, sponsored on NBC by General Mills, attorneys for Mr. Carlson said that unless Miss Phillips, who now lives in Hollywood, submits an accounting on the show's profits by Aug. 19, they will appear before Judge Michael Fineberg in Cook County Circuit Court on that date to ask for contempt proceedings.

Miss Phillips, they charge, was given until June 11 to submit an accounting of profits from *Guiding Light*, which has been in litigation since 1937, and later was granted a 30-day extension when she changed lawyers. Attempts at out-of-court settlement have failed, Mr. Carlson's counsel said.

Profits on the show, which has been sponsored almost continuously since 1936, were estimated at more than $500,000. Among the complex maneuvers by attorneys for both parties has been an intervening petition filed by Mr. Webster, in which he claims full ownership of the program, based on a contract which he contended was negotiated with Miss Phillips in January 1938 [BROADCASTING, July 15]. A counter-claim was filed by Mr. Carlson's attorneys charging Mr. Wester and Miss Phillips with conspiring to defraud the plaintiff. Both petitions await hearing before a master-in-chancellory.

Trimount Searching

TRIMOUNT CLOTHING Co., Boston (Clipper Craft Clothes), through Emil Mogul Co., New York, is looking for a network program for a September starting date. Firm sponsored Tom Harmon, the All-American football star, last season and prior to that sponsored Dorothy Thompson.



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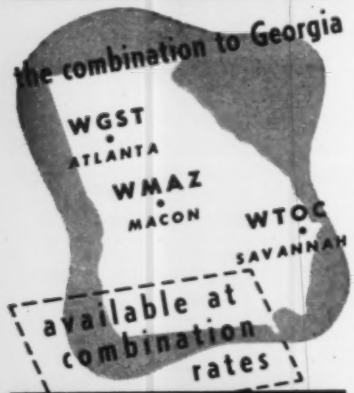

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Sholis Attacks Wilson's Method Of Presenting Census Findings

VICTOR A. SHOLIS, director of the Clear Channel Broadcasting Service, who led the attack on the Census Bureau's rural radio reception survey during the clear channel hearings [BROADCASTING, July 8], last week attacked Federal Extension Service Director M. L. Wilson's presentation of what the survey showed.

In a letter to Mr. Wilson, who the week before had sent to state extension directors and editors a copy of a memorandum prepared for FCC using the Census findings as a basis [BROADCASTING, Aug. 5], Mr. Sholis said CCBS members "heartily agree with your general conclusion that rural listeners need better radio reception" and "have vigorously urged this improvement for years."

'Erroneous Allegations'

"Unfortunately," he asserted, "you have used erroneous allegations as the basis of your conclusions. And you still persist in trying to prove that farmers want to hear farm service programs at night, though neither the Census Bureau survey nor the Bureau of Agricultural Economics survey [also used in clear channel hearings] bears out this contention. . . . Farmers have indicated only that they want such nighttime services as weather forecasts and frost and storm warnings, and these they do get."

Mr. Sholis said "certainly there is no support in this survey for the impression you are trying to plant that in the 'poorer radio coverage areas' farmers tune most often to regional and local stations for farm service programs because clear channel stations do not carry more of these programs at night."

Explanation

"When asked to what station he listened most for farm service programs, the farmer naturally replied in terms of the daytime, when most such programs are broadcast," Mr. Sholis said. He asserted that "well over 50%" of farm households reporting that they listened to such programs were in the "primary-day only" type of service area which "received daytime primary signals from regional stations only. . . . It is not surprising, therefore, that the regional stations showed a lead in the overall figures," he said.

In the "primary day and night" areas "where both classes of stations were on a more equal footing," he said, 68% specified clear channel stations to 11% for regionals.

Allis-Chalmers Adds

ALLIS-CHALMERS MFG. Co., Milwaukee, through Bert S. Gittins Adv., will sponsor *National Farm & Home Hour* over full NBC network, Sat. 12-12:30 p. m. (CDT), effective Oct. 5. Firm has been using 47 NBC stations. At same time possibility exists that Allis-Chalmers Tractor Division will not renew *Boston Symphony*, Sat. 9:30-10 p. m. (CDT), on ABC. Order for contract renewal has not been received by Compton Adv., New York, although ABC Central Division is understood to have submitted $900,000 time and talent package. Sponsorship appears contingent on settlement of strike in effect since April 30. If sponsor does renew, symphony would move to Thurs. 9:30-10 p. m. (CDT).

ABC'S CAMPAIGN EMPHASIZES SALES

ABC LAST WEEK was energetically pursuing a new and ambitious sales campaign to expand the station coverage of network accounts.

The network had assigned an Army Air Force veteran, Joseph V. Hogue Jr., to the Sales Aids & Control Division with exclusive responsibilities to: (1) review station lineups and prepare "ammunition for the salesmen to use in soliciting our accounts to add additional stations and (2) "examine constantly the delayed broadcast situations" on the network with a view to obtaining "the maximum lineup of live broadcasts for each commercial network program."

His Duties

As Fred Thrower Jr., vice president in charge of sales, put it, Mr. Hogue was, in effect, "the representative of all our stations." By specializing in individual station information, Mr. Hogue can analyze each market and work with network salesmen" in expanding the coverage of present accounts and assuring the maximum coverage of those solicited in the future.

Both of the functions to which Mr. Hogue has been exclusively assigned normally are the responsibility of account executives, but the "preparation of the material takes the men off more important solicitations," Mr. Thrower said.

The network's determination to enlarge its station coverage was based on sound economic grounds. It was pointed out that in the case of an advertiser using a one-half hour evening program, the addition of only one station with a rate of $140 per evening hour would mean an increase in gross revenue to ABC of $4,350, an increase in net of $2,300 on a 52-week basis.

Ten days after Mr. Hogue's appointment, the network reported that station reaction to the proposed sales campaign had been uniformly favorable.

Production Panel Is Named by RMA

GENERAL problems of the radio manufacturing industry, with main attention directed to production and pricing along with FM and television development, will be handled by the new Production Problems Committee of the Radio Manufacturers Assn.

Named chairman of the committee is M. F. Balcom, Sylvania Electric Products Inc., who also is RMA vice president. Vice chairman is J. J. Kahn, Standard Transformer Corp.

Other members are Ben Abrams, Emerson Radio & Phonograph Corp.; W. R. G. Baker, General Electric Co.; Herbert A. Bell, Packard-Bell Co.; Ray C. Ellis, Raytheon Mfg. Co.; Walter Evans, Westinghouse Electric Corp.; Frank M. Folsom, RCA; Paul V. Galvin, Galvin Mfg. Corp.; Joseph Gerl, Sonora Radio & Television Corp.; Larry F. Hardy, Philco Corp.; W. P. Hilliard, Bendix Radio; F. A. Hiter, Stewart-Warner Corp.; Fred R. Leck, Western Electric Co.; R. C. Sprague, Sprague Electric Co.; A. S. Wells, Wells-Gardner Co.; I. W. Wyckoff, Pilot Radio Corp.

The new Amateur Radio Committee, formerly a section of the Parts Committee, has been reorganized with W. J. Halligan, Hallicrafters Co., continuing as chairman. Lloyd A. Hammarlund, Hammarlund Mfg. Co., is vice chairman.

New chairman of the export committee is A. D. Keller, Federal Telephone & Radio Corp., with J. E. Burke, Stewart-Warner Corp., as vice chairman. Chairman of the credit committee is E. G. Carlson, Croname Inc., with W. W. Paul, Radio Condenser Co., as eastern vice chairman and Edward Wolf, Oak Mfg. Co., as western vice chairman. Thomas A. White, Jensen Radio Mfg. Co., becomes chairman of the membership committee. Service committee chairman is W. L. Parkinson, General Electric Co., with Harry E. Ehle, International Resistance Co., vice chairman.

RMA is planning its second industrial relations seminar, to be held in Chicago next October. G. W. Thompson, Noblitt-Sparkes Industries, is chairman and R. T. Borth, General Electric Co., vice chairman of the enlarged Industrial Relations Committee.

Lipton Begins

THOMAS J. LIPTON INC., Hoboken, N. J., Aug. 27 presents opening program of *Vox Pop* on CBS, Tues., 9-9:30 p. m., from the Iowa Centennial Fair, Des Moines. Program formerly was sponsored on CBS by Emerson Drug Co., and was discontinued April 22, 1946. Agency for Lipton is Young & Rubicam, New York.

FCC Reports 8 New Grants; Two Get Day Clear Channels

GRANTS for eight new standard stations were announced by FCC last Thursday. Included were authorizations for 1-kw daytime stations on clear channel assignments for Charleston, S. C., and Dallas, Tex.; a 5-kw daytime outlet on the 660 kc clear channel for Greenville, S. C., and a 1-kw fulltime station for Des Moines, Iowa.

Charleston grantee was authorized to operate on 730 kc (Mexican Class I-A), while the Dallas station was assigned 1040 kc. WHO Des Moines is the dominant station on that frequency; WEAF New York is dominant station on 660 kc.

The Commission also granted authority to R. O. Hardin and Verna S. Hardin, holders of a construction permit for Athens, Tenn. (WROW), to delete all records of their grant of Nov. 28, 1945 for a new station. WROW was assigned 1490 kc with 250 w power fulltime.

New grants were:

Charleston, S. C.—Charleston Broadcasters (partnersip). 730 kc 1 kw daytime only. J. B. Fuqua, general manager WGAC Augusta, 32 1/2%. Mrs. Dorothy C. Fuqua, 32 1/2%; F. Frederick Kennedy, president WGAC, 35%. Granted Aug. 7.

Dallas, Tex.—Variety Broadcasting Co. Inc., 1040 kc 1 kw daytime only. Lee Segall, owner of Lee Segall Assoc., general advertising agency, presidnet, 450 shares; Mildred Segall, wife of Lee Segall, secretary-treasurer, 25 shares; Beatrice Metzger Weill, vice president, 25 shares. Granted Aug. 7.

Adrian, Mich.—Adrian Broadcasting Co. 1500 kc 250 w daytime operation only. Equal partnership: Gail D. Griner, WXYZ Detroit engineer and Alden M. Cooper, discharged Army veteran. Granted Aug. 7.

Des Moines, Iowa — Capital City Broadcasting Co. 1390 kc 1 kw fulltime, with DA. George O'Dea, owner of O'Dea Finance Co.; chairman of board of Ohio State Bank, Des Moines and director American Mutual Liability Insurance Co., president 10,000 shares; Sidney J. Pearlman, owns Pearltone Recording Studios, vice president, 10,000 shares; Hugh N. Gallagher, employed by O'Dea Finance Co., secretary-treasurer, 10,000 shares. Granted Aug. 7.

Porterville, Calif.—J. F. Tighe, automobile and appliance dealer, sole owner. 1450 kc 250 w unlimited hours. Granted Aug. 7.

Moscow, Idaho—Interstate Radio Inc., 1400 kc 250 w fulltime (requested 1340 kc). Principals: Ted R. Farrier, owns 50% Vern's Pie Shop, Spokane, Wash., president, 50 shares; Mabel J. McAllister, employed by Fisher Co., department store, vice president, 30 shares; Elbert A. Stellmon, attorney, secretary-treasurer, 20 shares; C. A. Sanders, employed by A. Gutter Electric Supply Co., Seattle, director, 40 shares; M. J. Gladstone, owner of Baker-U-Drive, 20 shares; K. V. Greggeson, engaged in food brokerage business, subscribed to 40 shares. Granted Aug. 7.

Greenville, S. C.—Greenville Broadcasting Co. 660 kc 5 kw daytime only. Principals: Scott Russell, attorney, former counsel to U. S. Senator Committee on Postwar Economic Policy and Planning, president-treasurer, 70%; Fred W. Symmes, director of Wood Processing plant, Spartanburg, S. C., vice president, 15%; Sidney Bruce, same, 15%. Granted Aug. 7.

Mayaguez, Puerto Rico—Jose Bechara Jr., agronomist, assistant chief of cultivation, May Sugar Co., sole owner. 1340 kc 250 w fulltime. Granted Aug. 7.

RATE CARD SURVEY NEARS COMPLETION

EXTENT of variation in station rate card practices will be shown when results of a study by the NAB Research Dept. are complete, according to Kenneth H. Baker, research director. Replies have been received from two-thirds of member stations. Follow-up requests for return of questionnaires were sent out last week.

The survey will determine how many rates the average station has for a given segment of time. Some stations have only one rate for all accounts, commissionable to agencies. Others have national or general rates, also commissionable, with local or retail rates sold direct. Stations vary in the allowance of local rates to retailers for promotion of national products. The survey seeks to determine if any stations give a retail rate to a local sponsor, who then bills a national advertiser for the time.

Results will provide a basis for recommendations by the Sales Managers Executive Committee on station rate practices.

FCC AWARDS THREE POWER INCREASES

PETITION for grant of application by KGGM Albuquerque, N. M., to change its frequency from 1260 kc to 610 kc and increase power from 1 to 5 kw, was approved by the FCC last Wednesday. The Commission also authorized power increases and change in assignments to WNBZ Saranac Lake, N. Y., and KVSF Santa Fe, N. M.

KGGM grant was subject to condition that the station assume full responsibility for adjustment of any reasonable complaints of interference.

WNBZ was granted switch from 1320 kc with power of 100 w day only, to 1450 kc with 250 w fulltime.

KRLC grant to change from 1400 kc to 1350 kc, with power increase from 250 w to 1 kw fulltime with a directional antenna at night, is subject to condition that grantee adjust all complaints due to blanket intereference.

KVSF, operating with 100 w on 1340 kc, was authorized to change to 1260 kc 1 kw unlimited hours.

KALL Promotions

WITH KALL Salt Lake City now serving as key outlet for expanded Intermountain Network, following promotions have been announced: Jack Goodman, formerly with WNYC New York, becomes assistant general manager; Al Collins, previously with WIND Chicago, is KALL program director, and Dick Anderson, formerly with KSL Salt Lake, is now continuity director. Craig Rogers has been named traffic supervisor. In addition to KALL they will handle IMN duties.

Mexican Channel Breakdown Asked

16 Broadcasters Are Seeking Fulltime Operation

A PETITION requesting fulltime use of six frequencies designated by NARBA for U. S. use on a daytime-only basis will be filed with FCC this week by a group of broadcasters now operating on the frequencies: 730, 800, 900, 1050, 1220 and 1570 kc [BROADCASTING, July 8].

The Daytime Petitioner's Assn., headed by Howard B. Hayes, president, who also is president of WPIK Alexandria, Va., asks a general hearing looking toward amendment of FCC Rules and Regulations, Section 3.25 (d), concerning fulltime use of the six channels. There are some 16 station members of the association.

Frequencies were assigned to Mexico by NARBA effective in March 1941 for clear channel operation, with the U. S. using them only in daytime. (Two exceptions are WHN New York on 1050 kc fulltime with 50 kw, and WGAR Cleveland on 1220 kc fulltime with 5 kw, application pending for 50 kw.)

While the next NARBA conference does not convene until September 1947, in Canada, the formal conference will be preceded by a meeting of technicians of member nations next January in Havana. In the September meeting, NARBA is expected to be renegotiated.

Since no expiration date was mentioned at the time the "gentlemen's agreement" concerning use of the channels was made, petitioners conclude that the agreement expired at the same time as NARBA, March 1946. Since the subsequent interim NARBA did not refer to the "Gentleman's Agreement," the association contends FCC is now free to grant fulltime use of the frequencies.

The Daytime Petitioner's Assn. aserts that it is possible to operate during nighttime hours on the six frequencies without "undue interference to Mexico," particularly if the U. S. stations use directional antennas at night.

The Washington law firm of Cohn & Marks is legal counsel for the association.

WFMJ Expands

WFMJ Youngstown, Ohio, begins its eighth year on the air Sept. 7 with preparations under way for a $200,000 expansion program, including changing frequency from 1450 to 1390 kc and increasing power from 250 w to 5 kw. Expansion embraces a modern transmitter building and a four-tower directional antenna system on a 125-acre plot at the outskirts of Youngstown. The building will house the new 5 kw AM transmitter and a 10 kw FM transmitter, conditionally granted by FCC.

You Can't COVER THE WEST without KSL 50,000 WATTS
SALT LAKE CITY • CBS

THE SPORTS STATION OF THE NATION!
- N. Y. Giants Pro-Football
- B'klyn Dodgers Baseball
- N. Y. Rangers Hockey
- Inter Collegiate Basketball
- Professional Basketball
- Trotting Races
- Professional Boxing
- Ski Casts
- Horse Race Results
- Soccer Tips
- Hour of Champions
- Todays Baseball
- Warm Up Time
- Sports Extra
- Take A Tip From Me
- Basketball News
- Sports Final
- Nat'l Indoor Tennis
- Madison Square Garden Track Meets

WHN 50,000 WATTS NEW YORK Rep. by RAMBEAU

The Largest TRANSCRIPTION LIBRARY OF AMERICAN FOLK MUSIC
M. M. COLE CO.
823 S. WABASH AVE.
CHICAGO 5, ILL.

67th Market TRI-CITIES
ROCK ISLAND - MOLINE DAVENPORT
A high-income market of over 200,000 urban population . . . center of rich farming area, too.
WHBF
BASIC MUTUAL 5KW 1270KC

Success of Food Drive Is Attributed to Radio

MAJOR credit for success of the famine emergency relief program belongs to radio, Jay M. Socin, program director, Media Programming Division, Office of War Mobilization & Reconversion notified the NAB last week.

In a letter to Dorothy Lewis, director of listener activities, Mr. Socin said: "Thanks for the part which you and your organization played in helping to put over the Famine Emergency Program. The material you sent us will be of real value in assessing the contribution of the radio industry to the program. At the moment, it would seem that radio deserves the lion's share of the credit for securing public cooperation and support."

Bell Heads KSIL

HILLIS BELL, formerly of the commercial staff of KROD El Paso, Tex., has been named manager of KSIL Silver City, N. M., new station to begin operations Sept. 1. KSIL and KROD are owned by Dorrance D. Roderick.

Howard Clark

HOWARD CLARK, manager of CJRL Kenora, Ont., drowned Aug. 1, while swimming at Kenora. Before joining CJRL two years ago, he was commercial manager of CKX Brandon, Man. He is survived by a wife and one child.

Sale of WABF, New York FM, And KXO El Centro Approved

APPROVAL of sale of KXO El Centro, Calif., and WABF, New York FM outlet, was announced last Thursday by the FCC.

KXO, principally owned by Airfan Radio Corp., licensee of KFSD San Diego, Calif., was sold to a group of active executives of the station and the Imperial Valley Publishing Co. for $65,000. KXO is on 1230 kc with 250 w fulltime.

Thomas E. Sharp owns 99.75% of Airfan and 21.5% of KXO. Airfan has an additional 77.66% interest in KXO. It was pointed out in the transfer application that Mr. Sharp originally intended to have his son, Donald, operate the El Centro outlet. His son died in action over Germany, however, and Mr. Sharp no longer desires to maintain affiliation with the station, he said.

Under the transfer, Kenneth H. Thornton, general manager of the station for five years, will own two-thirteenths of the corporation. Mrs. Belle Hovey, KXO advertising manager and her husband, Harvey H. Hovey, will have two-thirteenths jointly.

Paul A. Jenkins, president of the Imperial Valley Publishing Co., will have two-thirteenths; Edith J. Jenkins, secretary of the publishing firm, will have three-thirteenths, and the Imperial Publishing Co., which publishes two daily newspapers in El Centro and one in nearby Brawley, will have four-thirteenths interest.

Hirschmann Buys

Ira A. Hirschmann, former New York department store executive and long active in radio as vice president and director of station relations of WABF and W2XMT (high frequency experimental television station), is president and will ultimately be principal stockholder of Hirschmann Broadcasting Corp. [BROADCASTING, Aug. 5].

Transfer of WABF is from Abraham & Straus Inc. and Bloomingdale Bros. Inc., prominent New York department store firms, to Hirschmann Broadcasting Corp., for a consideration of $106,000. Metropolitan Broadcasting Corp., present licensee of the stations, will be retained as a subsidiary of Hirschmann.

Payment for the station is to be made over a period of four years at 1% interest.

Book-of-the-Month Club Inc., applicant for a class B FM station in New York, is to loan Hirschmann $200,000, holding eight of the 15 shares of the capital stock of Metropolitan in escrow as security. Application, however, will be withdrawn as a result of Commission approval of Hirschmann's purchase, according to the transfer proposal.

Samuel Wechsler, member of the New York Stock Exchange and president of Samuel Wechsler Co., New York stock firm, is vice president of Hirschmann Broadcasting Corp., and will ultimately have approximately 22% interest. Alvin Hirschmann is vice president and Norman A. Levine is secretary-treasurer. I. Hirschmann will have around 78% control.

WABF is assigned 98.5 mc. It has been operating on a six-and-a-half day schedule for the past four years.

N. C. GAMES MAY NOW BE SPONSORED

MAJOR football broadcasts in North Carolina are now available to local stations on a cooperative sponsorship basis, for the first time, according to Fred Fletcher, manager of WRAL Raleigh, N. C. For five years WRAL has been feeding the games to a number of North Carolna stations on a sustaining basis because of the U. of N. C. policy against commercial sponsorship of the games.

This year, U. of N. C. is allowing sponsorship on a non-exclusive basis and a payment of a small broadcast fee from each station plus a nominal production cost to WRAL for feeding the broadcasts. Home games of the U. of N. C., N. C. State College and Wake Forest have been offered to 25 state outlets, available for local sponsorship.

Broadcasts of the games will be handled by J. B. Clark, program director of WAYS Charlotte, doing color; and Ray Reeve, sports director of WRAL who will do play-by-play description. Following stations have already contracted to carry the ten-game schedule: WAYS WGNC WBBB WRAL WGBR WGTC WHIT WJNC.

Force With AAF

ARTHUR FORCE, NBC New York night news editor for two years, has been named civilian consultant and advisor for radio to Army Air Forces. His headquarters are in the Pentagon. Mr. Force left NBC to become chief of the radio news section of the O W I domestic bureau. After a year in that post, he entered the Army and was in public relations with the 26th Infantry Division. He was overseas for 17 months, part of that time as managing editor of *Stars & Stripes*, southern Germany edition. He returned to the NBC newsroom before going to Washington with the AAF.

Mr. Force

Upcoming

Aug. 12-13: NAB Employe-Employer Relations Committee, Hotel Statler, Washington.
Aug. 16-17: NAB 15th District, Monterey, Calif.
Aug. 20: NAB Radio News Clinic, Onesto Hotel, Canton, Ohio.
Aug. 23-25: AFRA National Convention, Hollywood.
Sept. 9-10: NAB Small Market Stations Executive Committee, Washington.
Sept. 11: Brand Research Foundation regional meeting, San Francisco.
Sept. 19-22: Affiliated Advertising Network annual meeting, Salt Lake City, Utah.
Oct. 8-9: Kentucky Broadcasters Assn. Executive Committee, Lafayette Hotel, Lexington, Ky.
Oct. 10-11: Television Broadcasters Assn. second video conference, Waldorf-Astoria, New York.
Nov. 21-22: Georgia Assn. of Broadcasters Radio Institute, U. of Georgia, Athens.
FCC hearings: See box on page 79.

BEHIND THE "RED LIGHT"

In our eighteen years of serving America's top drawer broadcast stations, we here at Harvey's haven't discovered a single outstanding personality . . . that we leave to the talent scouts. We operate entirely behind the "red light" . . . providing the equipment and components that help send the show over the air. We've got tubes and discs, receivers and recorders, test equipment and all other necessities required by a well-regulated station. We've got "name brands" . . a fast shipping service...and prices as reasonable as you'll find anywhere.

No matter where you are located, a letter, telegram or phone call will get you prompt action.

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CARRYING ALL CBS MAJOR PROGRAMS
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Furniture Advertisers Starting Disc Campaign

RETAIL FURNITURE Advertising Institute, New York, effective Aug. 1, has started sending 10 transcriptions monthly to its member furniture stores all over the country for placement on local radio stations. These announcements are in addition to any radio advertising the individual stores use locally.

The Institute is also planning to transcribe a dramatic half-hour program for the use of its member stores to start sometime in early 1947.

Francis H. Royer, president of the Institute, said his organization would concentrate on printed media in the future, rather than radio. He acknowledged that radio had received "about half" of retail furniture store budgets during the past three years.

WPIK Goes to 1 kw

WPIK Alexandria, Va., Aug. 18, increases power from 250 w to 1 kw. Station will broadcast special show for event 1:30-1:45 p. m. that day, written by Bill Jefferay, program director. Program will start on 250 w power, there will be a few seconds of dead air, and when program returns, station will be operating on 1 kw. WPIK has been on the air nine months. It is owned by Howard Hayes and Carl Lindberg of Potomac Broadcasting Corp., both former CBS engineers.

Willard to Speak

PRINCIPAL address at the NAB News Clinic for Ohio stations, scheduled Aug. 20 at the Onesto Hotel, Canton, O., will be delivered by A. D. Willard Jr., NAB executive vice president. Mr. Willard will discuss "Freedom of News in Radio." Arthur C. Stringer, NAB director of special services, will attend the clinic, one of a series he has organized over the country [BROADCASTING, Aug. 5]. Eugene Carr, Brush-Moore Newspapers radio director, will be clinic chairman.

Byrnes to Decide Acceptance Of Soviet 5-Power Invitation

SECRETARY of State James F. Byrnes will decide whether the U. S. accepts an invitation of the Soviet Union to a five-power telecommunications conference in Moscow Aug. 28, Acting Secretary of State Dean Acheson said last week at a news conference.

"We have been discussing the invitation," said Mr. Acheson. "We are asking the Secretary's views. We hope, before many days, to make up our minds."

Russia issued a belated invitation to the Moscow conference [BROADCASTING, Aug. 5], but not until after 20 nations had assented to a proposal of the U. S. to hold a world telecommunications conference in April 1947.

State Dept. officials met last Monday to discuss Russia's invitation and it was decided to leave the question up to Secretary Byrnes, now at the Paris Peace Conference. A cablegram was dispatched to the Secretary following the meeting. His reply is expected early this week.

As the U. S. made preliminary plans for a world telecommunications conference in this country next April, a total of 23 nations had registered assents with Berne —three more than the number necessary. A minority expressed preference for Europe for the conference.

Tentative plans of the State Dept. to hold the conference in White Sulphur Springs, W. Va. or some other resort spot near Washington appeared doomed last week, because of limited facilities.

The conference probably will be in Chicago.

Three Join CBS

HOS Colon and HOD David, Panama, and HJAP Cartagena, Colombia, have joined the CBS Network of Americas bringing a total of 114 CBS stations throughout Central and South America, Mexico and the Caribbean. HOS operates on 1200 kc with 1 kw; HOD with 300 w on 400 kc and HJAP 1440 kc 500 w.

Video Sets Ready

U. S. TELEVISION MFG. Corp. will begin shipment of television sets in September with prices ranging from $195 to $2,750. Company estimates it must increase dollar volume to more than $1,000,000 a month to satisfy wholesale distributors. Shipments at present are confined to home radios, phonographs and radio-phonograph combinations.

Form Record Firm

JOINING forces with a number of top radio personalities, H. Paul Warwick of Warwick and Legler, New York, is heading new recording firm known as Audience Records Inc., according to announcement from Hollywood last week. Not to be available for commercial or broadcast use, records will be sold under two labels, Audience and Top Ten. Discs will be made with audiences to simulate actual studio conditions. Those holding interests include Freeman Gosden and Charles Correll, Jack Benny, Edgar Bergen, George Burns and Gracie Allen, Eddie Cantor, Ed Gardner and James and Marion Jordon. Each of stars would make one or two albums annually. Mr. Warwich is president of new firm. T. Newman Lawler, attorney, is secretary. Norman Morrell, former West Coast radio director of Foote, Cone & Belding, is to head Hollywood operations.

Bentley to Europe

JULIAN BENTLEY, news director of WLS Chicago, goes to London late this month to join a four-man party conducting a food inspection trip in the British zone of occupied Germany. He will also represent the *Prairie Farmer*. Radio-press tour was arranged by John Miller, head of the British Information Service office in Chicago. Members of the party will be guests of the British Government.

WAC - OWNED KBIO STARTED AUG. 5TH

KBIO, new Burley, Ida., station owned by a WAC lieutenant now serving in Europe, went on the air Monday (Aug. 5), operating on 1400 kc with 250 w.

Lieut. Jessica Longston, the owner, is also a major stockholder in the Mist Publishing Co. of Oregon and Idaho and is associated with Edward J. Jansen, general manager of KBIO, in applications for new stations in Bellingham, Wash., and Havre, Mont.

Mr. Jansen, who has been in the broadcasting field for 20 years, was recently United Press stations relations representative for five states in the Northwest. Prior to that he was manager of Associated Broadcasters in San Francisco.

Members of KBIO staff are: Frank Krshka, formerly of KWRC Pendleton, Ore., sales manager; Rodney L. Sams, chief engineer; Elmer Christensen, formerly of KATE Albert Lea, Minn., Jess Hymas and Joe Patterson, all announcer-operators, and Catherine Lick, formerly of KPKW Pasco, Wash., traffic and production.

The station's newly-constructed building, located 1½ miles from the center of Burley, includes a reception room, three studios, control room, two offices, and a three-room apartment. Station is now independent but expects to join a network soon.

GOOD NEIGHBOR MIKE steps out with facts and figures on a progressive station . . . in local and national advertisements . . . on taxi posters . . . window display and counter cards . . . or he may be peering from the rear of WHBC's station wagon as it covers special events.

• You'll see him EVERYWHERE—and wherever you see him, you'll know he symbolizes good neighborliness on our part in The City That's Always Busy!

whbc
5000 WATTS SOON!
BASIC STATION MUTUAL NETWORK
represented by BURN-SMITH CO.
your good neighbor in
CANTON, OHIO
always a busy city

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Salesman, preferably single, and who can write copy for 5000 watt NBC Rocky Mountain station. Send photo, references, Box 517, BROADCASTING.

Announcer-continuity writer and idea man for 1000 watt network affiliate in west. Appreciate transcription, photo, sample continuity, references. Box 518, BROADCASTING.

First class licensed engineer, Rocky Mountain station. Excellent working conditions. Need car. Send photo, references with application. Box 535, BROADCASTING.

Wanted—Manager of radio station to locate in middlewest who would be interested in acquiring an interest in the station. Give experience and qualifications. Box 614, BROADCASTING.

Wanted—Experienced announcer with first class ticket. $40.00 per week. Address reply Box 640, BROADCASTING.

Account executive wanted. Small recognized New York agency, amply financed, congenially staffed, wants account executive with billing. Our people know about this. Write fully, in confidence. Box 644, BROADCASTING.

Are you interested in a career in facsimile broadcasting? (Programming, and application; non-technical.) Write fully, giving experience and other pertinent material. Reputable firm will hold all replies confidential. Box 647, BROADCASTING.

Attractive proposition for experienced time salesman. Commission and drawing account. Rocky Mountain area. Box 655, BROADCASTING.

Sales manager—250 watt midwestern network station planning power increase. Excellent community and market. Position permanent. Send full details including picture. Box 658, BROADCASTING.

Experienced radio salesman Washington, D. C. area. Write qualifications, address, phone, etc. Box 669, BROADCASTING.

Writer, commercial announcements and programs wanted for permanent position on well established and growing station, midwest. State experience and salary; also samples first letter. Box 670, BROADCASTING.

Continuity—Experienced in all types of station copy. Particularly local commercials that sell. Must be able to supervise department in addition to own writing duties. 5 kw major market midwestern network affiliate. Give full particulars including experience, salary expected, when available, character and ability, references, telephone number and enclose small snapshot. Confidential. Box 687, BROADCASTING.

Technician wanted—College graduate install and maintain wired-wireless station, midwestern college. Recording. Teach control room techniques. Salary, $3300, 12 months. Send photo, references, biographical data. Box 699, BROADCASTING.

Opening for two engineers, also experienced salemen. Box 706, BROADCASTING.

New daytime radio station—located in medium size New England city is looking for a program director. Please state experience and salary requirements in first letter. Box 710, BROADCASTING.

Continuity writer—Experienced. Excellent opportunity with new station, midwest city. Box 713, BROADCASTING.

Experienced time salesman—Midwest, metropolitan market, good salary plus commission, new station with accounts unassigned. Give full story in first letter, photo if available. Experienced men only, Box 714, BROADCASTING

Interested in a connection with a future? AM applicant for 250w station in southwest. So sure of securing grant that I am interested in contacting prospective personnel. When established station will be modern and progressive with a definite future for it and for you. Interested in ex-servicemen with radio experience. Give qualifications, background and experience. Replies will be held in confidence. Box 721, BROADCASTING.

Help Wanted (Cont'd)

Commerical manager—$75.00 per week plus commission override. New midwest station, metropolitan area only experienced men, now engaged in business, give full story first letter. Box 718, BROADCASTING.

Nose for news? We need legman for local news and to edit teletype. Experienced will help, ambition essential. Chance to grow with new aggressive station. Best fishing on Florida east coast. Box 722, BROADCASTING.

Salesmen, engineers, announcers! "Radio Jobs" lists jobs open throughout the country. Published weekly. Send for free sample copy. Radio Jobs, 545 Fifth Avenue, New York, New York.

Wanted— Announcer with first class license. Starting pay $50.00 per week. Send us an audition disc. WRLD, West Point, Georgia.

Openings—10 first class engineers with announcing ability, also salesmen. Radio's Reliable Resources (Employment Agency), Box 413, Philadelphia.

Wanted—First class engineer, continuity writer and first class engineer announcer. WMJM, Cordele, Georgia.

Combination announcer-operator with first class license for regional NBC affiliate. Send snapshot first letter. KSEI, Pocatello, Idaho.

Wanted immediately—three men with first class phone tickets. Good pay; pleasant surroundings; 250 watt mutual affiliate. Contact T. K. Vassey, Box 659, Dublin, Georgia. Good opportunity for right men.

Combination engineers-announcers with first class license for new station. Rush transcription, complete qualifications to Jimmy Trippe, WKUL, Cullman, Alabama.

Michigan regional requires versatile announcer. Send audition disc and complete details. WBCM, Bay City, Michigan.

Situations Wanted

Announcer, veteran 42. Disc and photos available. Will write details. Box 654, BROADCASTING.

Announcer—Veteran, 25, completed professional workshop course in recognized school. 3½ years experience in AAF. Married, one child. Excellent recommendations. Available two weeks notice. For more information write Box 659, BROADCASTING.

Experienced manager—former station owner, wants managerial position, prefer south or west. Box 662, BROADCASTING.

Veteran, newscaster, desires news-editorship of small station or assistant news-editorship larger station. Newspaper background, but fully trained in radio news writing, regulations. Other interests: public service programs, production, scripting. Box 664, BROADCASTING.

Newsman-announcer—good voice, splendid sponsor record and recommendations. Handle own commercials, wide experience reporting, rewriting, special events. Winner 1945 National Award for employer. Newsroom director experience. Box 667, BROADCASTING.

Available—Top flight sports editor. Known throughout the nation. Aggressive, intelligent, plenty of ideas. Interested in station wanting to build full sports coverage. Twelve years experience. Salary requirements between 7500-10,000. Will be glad to furnish proof of ability, etc. Box 673, BROADCASTING.

Chief control operator — Thorough knowledge of local and network operations and production. Experienced know how of recording. Dependable and accurate. Box 675, BROADCASTING.

Veteran, 28, married, 2 dependents, 5 months A. F. N. experience in announcing and writing. Interested in small station work, 5000 watt or under. College graduate, dependable, conscientious, used to hard work. Graduate of nationally recognized school. Highest recommendations. Anxious to get started as announcer writer. Can write continuity. Box 691, BROADCASTING.

Situations Wanted (Cont'd)

Available 1 September—Radio showman with nine years local and network experience. For last three years producer and MC of radio and stage shows for Army and Treasury Department. Presently public relations officer for Army Public Relations School. Experienced in all types radio production and announcing. Desire position as program director or production manager. Would also consider MC spot if sufficiently profitable. Excellent references. Box 692, BROADCASTING.

Veteran, age 22. married. Announcing, continuity and platter experience. Can do adlibbing. 2½ years Army experience. Graduate first class school. Willing to go anywhere; do anything. Box 694, BROADCASTING.

Managerial position—Thoroughly qualified to assume complete responsibility of new or established station operation. Veteran, 35, married. Now employed as sales executive. Outstanding character and background references. Box 695, BROADCASTING.

Veteran—age 21, single. Anxious to get started in radio after 2½ years Army. Now attending nationally recognized college studying professional radio course. Interested in announcing and acting. Highest character recommendations. Want 5000 watt or under. Can send recording of abilities. Capable, dependable. Box 696, BROADCASTING.

Available—program-production director and/or announcer. Six years experience all phases from 250w to 50kw including NBC. Now on staff Chicago station. Age 28. Veteran. Box 697, BROADCASTING.

Engineer in charge—5 to 50 kw or multiple low power only. University and 13 years broadcast engineering. Design, construction 5 to 50 kw plants plus studio equipment. Excellent references from one of the foremost U. S. networks and well-known independent 1-A station. Box 698, BROADCASTING.

Manager—presently employed, interested in change to good market. Thorough knowledge all phases of broadcasting. 12 years experience. Past record highly commendable. Box 701, BROADCASTING.

Station executive—Seven years experience includes general management of two 500 watt stations, program management of regional network and engineering supervision of new AM station construction. Experience in FCC application procedures. Veteran, family man, references. Interested in permanent position, new station. Box 703, BROADCASTING.

Announcer—Five years experience newscasting, commercials, remotes, disc jockey, control board. Veteran, married, 30. Minimum salary $50 and talent. Disc available. Box 704, BROADCASTING.

Chief engineer and transmitter supervisor available soon. Both wish to locate in California and preferably same station. Experienced construction, maintenance, operation of both AM and FM stations. Capable of consulting work. Please give details stating salary. Box 709, BROADCASTING.

Why didn't they listen to Robert Fulton? Weak programming? Sloppy production? Poor thinking? Dessicated show management? Programmer-producer. Box 712, BROADCASTING.

Available immediately—Responsibility, imagination, ingenuity, experience, resourcefulness, the requirements of a chief engineer. Box 715, BROADCASTING.

Radio copywriter—Four years station experience. College degree. Desires job with agency or station New York City area. Complete brochure of samples and background on request. Box 717, BROADCASTING.

Attention New England stations: An announcer now employed with a top southern station has personal reasons for wanting to move to some good station in New England. Six years experience in all phases of announcing work. Play by play sports a specialty with a proven following. Could do programming or production for new station. Married, settled, Army man. Box 720, BROADCASTING.

Sales manager available September 1. Program wise. Want station in east or midwest. College graduate. Single. Last four years in New York radio. Best references. Write or wire Box 725, BROADCASTING.

Radio executives. Certainly you can find a spot on your staff for a spunky sincere capable 30 year old veteran with six years reporting, publicity, advertising and writing under his belt. Edited NYU papers. Sparked with initiative. Loaded with energy. Let's talk it over. Box 726, BROADCASTING.

SUCCESSFUL MANAGER AVAILABLE

Whether it is a brand new station or an established station that is below its peak, this man is the answer to your problem. Excellent record of building a metropolitan station from near bankruptcy to the leader in its field. No fancy tricks. Just sound business methods, hard work and solid selling. This man has an excellent background of training and experience. He is an efficient organizer and adept at handling people. Might consider investment. Can furnish the finest of business and character references. Address

Box 723, BROADCASTING

Can A Progressive Radio Station Offer Me A Future?

Sports, news, special events announcer. Nine years experience, play-by-play all sports, major league baseball, college and pro football, basketball, hockey, championship boxing. Network newscasting, successful MC, ad lib expert. Proven results through excellent Hoopers and satisfied sponsors. Employed now, interested in permanent connection with intelligent organization. Box 705, BROADCASTING.

AVAILABLE

I want a job with a progressive station. Not afraid of hard work: I'm asking for it. 6½ years continuous experience including announcing, play by play sports, acting, singing, records, everything behind a mike. Programming, production and news. College, Single, congenial, 34. Tell me what you have. I'll answer all inquiries and tell all.

Box 707, BROADCASTING

MARGARET ANN F: NEW PLAY COMING UP. DESIRE TO CONTACT. WRITE ME BOX 690, BROADCASTING.

BRIAN

CHIEF ENGINEER AVAILABLE

20 years' best radio experience. Last two years Navy radio-electronics. EE degree. Married. Qualified to design and build new station and directional antenna system. All FCC licenses.

BOX 665, BROADCASTING

Voice polished—network quality. Five years extensive radio training. Desire job with big-time network affiliate with opportunity for spot on network show if possible. Excel in news and poetry. A-1 commercial announcer. Record on request. Box 702, BROADCASTING.

Situations Wanted (Cont'd)

Veteran—former AFRS engineer wants position with fair size station. Has first class license, either installation and maintenance or operating. Single, prefer middlewest or west, state pay. Joseph J. Kresnicka, Plano, Illinois.

Available—Qualified, producers, engineers, copywriters. Radio's Reliable Resources, Box 413, Philadelphia.

Commercial announcer—2½ years experience. Some special events. Veteran, 21, married. Desires position with future on small station. Fine voice and delivery. Transcription on request. Jack Rush, 900 West Marquette Road, Chicago 21, Illinois.

Want laughs?—Comedy writer with new-type, wholesome humor? Contact me. Also available for straight, stooge or lead comedy roles. Rapid-fire ad-lib. C. H. Clark, 87-72 148 Street, Jamaica, L. I., N. Y.

Announcer — Metropolitan experience since 1936. News and transcriptions for national advertisers. Naval war service soloist with Blue Jackets choir and radio technician. Some network shows. Permanent offer anywhere. Disc on request. Telephone 7-4037. Write Fred Scott, 2417 West End, Nashville, Tennessee.

Announcer — veteran. AFRS Saipan. Young, ambitious, intelligent. Continuity, disc jockey. Looking for opportunity with small station. Will travel. William Ryan, Jr., 518 78th Street, Brooklyn 9, New York.

Announcer. Dependable. Knows control board operation, newscasting, general announcing. Very interested in newscasting and sportscasting. Will work under G.I. Bill of Rights if desired. Married. 2 children. Age 26, doesn't drink. John Robertson, 3855 W. Rosecrans Ave., Hawthorne, Calif.

Versatile veteran—25, announcer-director before the war. Recently completed extensive "refresher" in radio and television. Now ready to continue career. Box 728, BROADCASTING.

Salesman. Station or agency. Aggressive, versatile. 8 years solid radio experience. Age 33, family. Box 727, BROADCASTING.

Announcer—Will go anywhere. Veteran eager to learn. Wide knowledge of recordings. Transcription available. Harry Paley, 1970 Vyse Avenue, Bronx 60, New York.

Beginner—but extraordinarily talented beginner, wants job announcing. Background includes college degree, familiarity with almost all European languages, intimate knowledge music and most sports. Has written, acted, sung, entertained. All auditions so far gobd, very good or extremely good. Veteran, 32 years old, good appearance, settled but not stodgy. Moderate salary requirements to start. Confident that any employer's faith in me now will pay substantial dividends later. Anywhere in U. S. Box 729, BROADCASTING.

Huckster hater—Can do a job in, for, by and with real radio. Ten years, 39. Box 732, BROADCASTING.

Country boy—will farm your station as has been for ten years. Background solid, no glitter. Record of full experience. Under forty. Hoe your row? Box 731, BROADCASTING.

Head for hire—trained at college and law; experience ten years on and off air; 39; productivity provable. Box 730, BROADCASTING.

Sports announcer available—A sports play-by-play specialist who has done top events has now recuperated from three years Army duty and is ready to go for the right people. Has proven following in any section. Box 733, BROADCASTING.

12 years engineer with 5 kw station. Also 50 w experience. Plus 5 years diversified; sales engineering, research, instructing, film rcording, broadcast application consultant. Excellent references. Married, 37, consider anything permanent. L. Grant, 24 Gill Road, Waverly, Mass.

Veteran—Married, 1st phone, 2nd telegraph, 4 years broadcast experience, desires on-the-job training FM, television. Southern California. Box 734, BROADCASTING.

Situations Wanted (Cont'd)

Combination announcer - continuity writer, specializing in women's feature shows. Thorough knowledge of music. Conservatory graduate. Veteran of Marine Corps Women's Reserve. Understands small station operations. Transcription furnished on request. West Coast preferred. Terry Campbell, 1723 South Bronson Ave., Los Angeles 6, Calif.

Announcer-writer. Will accept G. I. training bill if desired. College, London, Eng. Radio announcer training on west coast. West Indies newspaper feature reporter. Announcer-writer on daily, Army radio show. Field correspondent for Army newspaper service. Married. Highest recommendations. Robert C. Whiteley, Jr., 312-16 St., Santa Monica, Calif.

Announcer. Hollywood announcer training. Musician, conservatory graduate. New England summer theatre player. Marine Corps special-service in radio programming and announcing. Married. Will consider G. I. training bill. Box 738, BROADCASTING.

Continuity writer can handle accounts for agency, station at home. Box 737, BROADCASTING.

Wanted to Buy

Three-phase transformer with reactor to deliver 8000 volts rectified DC from 4 to 10 Amps. Box 568, BROADCASTING.

Two insulated, guyed or self-supporting vertical radiators 225 ft. or a little higher. Box 569, BROADCASTING.

Radio station preferably but not necessarily with network affiliation. Replies strictly confidential. Box 626, BROADCASTING.

Would like to buy a 5000 watt broadcasting transmitter. Preferably one of the well-known makes, not over three years old. State price and condition. Box 653, BROADCASTING.

Wanted—Two RCA 70-C Studio Vertical-Lateral Playbacks and quality microphones, such as RCA 44-BX, in good condition. Write Box 682, BROADCASTING.

Equipment for 1 kw AM station, complete or separate components, from mikes to tower (minimum 300'). Include price and description of condition. Box 711, BROADCASTING.

Have bright idea for sustaining, public service or commercial program? Will pay $10 for sustaining, $25 for commercial program ideas accepted. Send them along. Box 719, BROADCASTING.

Wanted for immediate use—1 kw transmitting equipment in good condition. Jose Laris Iturbide, Madero Oriente 233, Morelia, Michoacan, Mexico.

For Sale

For sale—77% interest in daytime 1 kw standard station in southern two-city market. Box 716, BROADCASTING.

Highest bidder takes used 250 watt broadcast transmitter. Fully FCC approved. Chief Engineer, KFLW, Klamath Falls, Oregon.

One (1) kilowatt Kluge Linear Amplifier —Immediate delivery, new. $3,000.00. Radio Engineering Company, 1355 Market Street, San Francisco. Market 8171.

For sale—250 foot Blawknox self-supporting tower. Lighting equipment included. Wire Radio Station KFVD, Los Angeles.

Transmitter. 250 watt composite. Brand new. Complete with 1 set tubes. Also second set tubes, less two. Meets broadcast requirements. Immediate delivery. Highest firm order takes. Write; telegraph, Box 735, BROADCASTING.

Brand new Weston 4" level indicating meters, model No. 862, scale-20/0/plus 3 DB, illuminated dial, used in all broadcasting and recording studios. List price, $46.75. Your cost, $31.75. Order now! Only 22 left! Charles Ajar, 124 Amity Street, Brooklyn 2, New York.

Temco transmitter converted for broadcast use. 250 watts. Two sets tubes. Never used. Can ship at once. Meets FCC requirements. Many this same type in service. Price $2,500.00. Box 736, BROADCASTING.

CBS May Appeal Decision Of FCC Denying KQW Sale

CBS was reported last week to be planning to go to court with an appeal from FCC's denial of its proposal to buy KQW San Francisco, although no comment was immediately forthcoming from the network.

The Commission's final decision, putting into effect the 4-to-2 denial proposed two months earlier [BROADCASTING, June 3], was adopted July 31, the day after oral argument [BROADCASTING, Aug. 5] and was announced last Tuesday.

'Concentration of Control'

As in the proposed decision, the majority's action was based largely on the contention that the network's present ownership of six 50-kw clear channel stations and one 5-kw regional "represents such a concentration of control of AM facilities that it should not be extended."

Comrs. E. K. Jett and Ray C. Wakefield reiterated their separate dissents, claiming the transfer would be in the public interest; that unreasonable concentration of control would not be involved, and that nothing in the record "warrants a change of the position of the Commission regarding the desirability of permitting networks to own stations in the San Francisco area as set forth in its Report on Chain Broadcasting in May 1941."

Owners of KQW are Sherwood B., Mott Q., and Ralph R. Brunton and C. L. McCarthy. Proposed sale price was $950,000. The station operates on 740 kc with 5 kw, directional antenna fulltime.

U. S. Programs Retain Popularity in Canada

AMERICAN PROGRAMS still lead in popularity in Canada, according to July national ratings released Aug. 10 by Elliott-Haynes Ltd., Toronto. First ten evening programs in popularity were *Alec Templeton* with rating of 20.3, *Fred Waring* 20.2, *Album of Familiar Music* 16.8, *Waltz Time* 13.1, *Music Hall* 12.7, *Meet Corliss Archer* 11.2, *Green Hornet* 10.6, *Ellery Queen* 9.7, *Big Town* and *Treasure Trail* (Canadian program) 9.3.

Five leading daytime programs in July were *Ma Perkins* 13.0, *Big Sister* 11.9, *Pepper Young's Family* 11.2, *Stars To Be* (Canadian program) 10.3, and *Lucy Linton* (Canadian program) 9.9.

Leading French-language evening programs in July were *Metropole* 18.4, *Secrets du Dr. Morhanges* 18.3, *Course au Tresor* 16.9, and *Leblanc Detective* 10.8. Leading French daytime programs in July were *Jeunesse Doree* 20.3, *Rue Principale* 19.1, *Vie de Famille* 18.1, *Tante Lucie* 14.7, and *Quelles Nouvelles* 9.9.

Miscellaneous

Disc jockey's comedy material. Box 493, BROADCASTING.

Newsman has $5,000 for active investment eastern radio station Box 650, BROADCASTING.

Seeking seasoned radio executives and personnel interested in investing in proposed 250 watt station and later joining its staff. Excellent midwest market. A fine proposition awaits your reply. Box 708, BROADCASTING.

Radio engineer has $5,000 for active investment in broadcast station. Box 724, BROADCASTING.

Check your listening audience with actual photographs on postcards for very low cost. Offer your star's picture over the air. Photo Postcards go first class mail for 1c postage. Send photograph for free sample postcard. 500 @ 3c; 1000 @ 2½c; 5000 @ 2c. Artcraft Studios, 2112 Lee Road, Cleveland, Ohio.

DENNY TAKING PART IN CHICAGO FM PANEL

CHARLES R. DENNY Jr., acting chairman of the FCC, will participate in the FM panel to be held on the opening day of the NAB convention in Chicago Oct. 21-24. Names of participants in the panel were announced last week by NAB. Robert T. Bartley, NAB FM Dept. director, made panel arrangements [BROADCASTING, Aug. 5].

Commission's policy on FM will be discussed by Mr. Denny. W. R. G. Baker, General Electric Co., vice president, will appear as representative of Radio Manufacturers Assn., to discuss transmitters and receivers. Mr. Baker heads the RMA Engineering Dept.

T. A. M. Craven, vice president in charge of engineering for the Cowles stations, will discuss technical operations of FM stations. Mr. Craven is an NAB director. Lester H. Nafzger, general manager of WELD Columbus, an FM station, and chief engineer of WBNS Columbus, will discuss station promotion and program sources. Walter J. Damm, chairman of the NAB FM Executive Committee, president of FM Broadcasters Inc., and manager of WTMJ and WTMJ-FM Milwaukee, will preside over the panel and answer questions concerning station management.

Questions for panel discussion are asked in advance of the convention by NAB. The FM portion of the meetings will include a luncheon and afternoon meeting.

SERIES of eight movie shorts is to be made of Mutual "Juvenile Jury" Saturdays, 8:30-9 p.m. Program is panel of 6 to 12-year-olds. Contract is with Filmcraft Studios, Hollywood.

Wanted—**Announcer with first class radio telephone license. For person who can meet our high announcerial standards here is an exceptional opportunity to gain unusual showmanship experience in smart local production and network programming. If you think you can qualify and want to be associated with one of America's most alert stations reply in detail to *Robert W. Dumm, Program Director, KXOA, Sacramento, Calif.***

Smithgall Resigns Post With WAGA

CHARLES SMITHGALL has resigned as managing-director of WAGA Atlanta to devote full time to personal business, the Fort Industry Co. announced Friday.

Mr. Smithgall

Mr. Smithgall has been manager of WAGA since November 19, 1942. He also was a member of the board of directors and in charge of southern interests for the Fort Industry Co., which owns and operates WAGA, WGBS Miami and five other stations in Ohio and West Va.

Lee B. Wailes, general manager of the company, announced that no changes in station personnel or management were planned, and that James E. Bailey, commercial manager of the station would assame temporary duties as acting manager.

Mr. Smithgall has been associated with the radio industry in Georgia for 14 years, and is now president of the Georgia Association of Broadcasters. He also is president of the Blue Ridge Broadcasting Co., which operates station WGGA in Gainesville.

He is best known to Georgians for his own programs which he started after graduation from Georgia Tech in 1933. He became master of ceremonies on a breakfast-time program on WGST that year.

In the nine years following, he was affiliated at one time or another with every station in Atlanta, and gave up the popular early-morning show only after taking on executive duties at WAGA.

KROD Amendment Case Wins Approval of FCC

DORRANCE D. RODERICK, licensee of KROD El Paso, Tex., last week was granted approval by FCC of a petition to amend his application for assignment of license to Roderick Broadcasting Corp. His request for grant of the application was denied.

A contemplated stock issue amounting to $200,000, to be repaid over a 10-year period at 5% interest, was revised to permit payment in 30 years. It was feared that under original procedure, licensee would have to resort to over-commercialization to repay fund. Mr. Roderick would be president and retain 99 and 13/15% control of new corporation.

Off Air

WWDC Washington was knocked off the air by lightning Aug. 5 at 8:03 a. m. Despite fuzed switches broadcast service was restored in 13 minutes.

FCC Issues Six More Conditional FM Grants; Grand Total 493, Finals 199

SIX NEW FM conditional grants issued by FCC last week pushed the grand total to 493, while the number of FM final construction permits reached 199 following issuance of engineering approval to eight applicants already on the "conditional" list.

Four of the eight receiving final CPs and three of the six given conditional grants are affiliated with AM stations as licensees or grantees or through individual stockholders' interests in standard stations.

The Commission also authorized modifications of construction permits previously issued to three applicants.

Three Newcomers

The conditional grants included one for Rose Bowl Broadcasters Inc., principally owned by Andrew G. Haley, Washington radio attorney (60%), and Tom Olsen, owner of KGY Olympia, Wash. (25%) [BROADCASTING, June 17].

Three newcomers to radio were among the conditional grantees:

Parker Brothers, Ahoskie, N. C., is controlled by J. Roy Parker, publisher of four eastern North Carolina weekly newspapers, president, and J. Mayon Parker, who own 48.6% each.

Burlington-Graham Broadcasting Co., Burlington, N. C. an AM applicant, is owned by W. Bowman Sanders, textile mills executive, president; Willie Coble, wholesale grocer; Everett C. Qualts, theatre owner; Lawrence C. Neese, furniture company interests; and Rufus T. Blanchard hosiery store owner, whose stock shares approximate 17% each, and R. Homer Andrews, drug store owner, about 11%. The application was conditionally approved after the company filed an amendment requesting a Class A rather than Class B station and making revisions in the stock ownership list.

Mayflower Broadcasting Co., Huntington, W. Va., is owned by three brothers, Nicholas J., Norman J., and Charles T. Tweel.

Conditional grants

Conditional grants, subject to engineering approval, went to the following (AM station interests of the applicants or stockholders are shown in parentheses):

California — Pasadena, Rose Bowl Broadcasters (KGY), Class A.

North Carolina—Ahoskie, Parker Bros., Class A; Burlington, Burlington-Graham Broadcasting Co., Class A (following amendment revising stock ownership list and requesting Class A instead of Class B).

Pennsylvania—Allentown, N. Joe Rahall et al d/b as Allentown Broadcasting Co. (have CPs for AM stations in Allentown, Norristown, Pa. and Beckley, W. Va.), Class B; Scranton, Union Broadcasting Co. (WARM), Class B.

West Virginia — Huntington, Mayflower Broadcasting Co., Class A.

FINAL CP's GRANTED

The following stations were granted regular construction permits. (Power given is effective radiated power; antenna height given is height above average terrain):

WTAX Inc. (WTAX), Springfield, Ill.—Class B; Channel 101.3 mc (No. 267); 3 kw; 510 feet.

The Metropolis Co. (WJHP), Jacksonville, Fla.—Class B; Channel: 96.7 mc. (No. 244); 34 kw; 350 feet.

The Palladium Pub. Co., Benton Harbor, Mich.—Class B; Channel: 103.9 mc. (No. 280); 9.2 kw; 230 feet.

Rome Sentinel Co., Utica, N. Y.—Class B; Channel: 98.3 mc. (No. 252); 4.3 kw; 490 feet.

Macomb Pub. Co., Mt. Clemens, Mich.—Class A; Channel: 105.1 mc. (No. 286); 340 w; 153 feet.

Miners Broadcasting Service, Pottsville, Pa.—Class B; Channel: 98.3 mc. (No. 252); 5.8 kw; 790 feet.

Kankakee Daily Journal Co. (WKAN), Kankakee, Ill.—Class B; Channel: 96.5 mc. (No. 243); 60.0 kw; 275 feet.

Valley Broadcasting Co. (AM grantee), San Jose, Calif.—Class B; Channel: 100.5 mc. (No. 263); 10 kw; 2530 feet.

MODIFIED CPs GRANTED

Modifications of construction permits hertofore authorized were granted to the following:

Thomas Patrick Inc. (KWK), St. Louis, Mo.—Class B; Channel: 95.3 mc. (No. 237); 360 kw; 545 feet.

Houston Printing Corp. (KPRC), Houston, Tex.—Class B; Channel: 99.7 mc. (No. 259); 39.2 kw; 497 feet.

The Champaign News - Gazette (WDWS), Champaign, Ill.—Class B; Channel: 99.5 mc. (No. 258); 20 kw; 500 feet.

FCC Policy

(*Continued from page 20*)

retary-treasurer owns 27%, and would be general supervisor and program director of the station.

Werner President

Arlington-Fairfax, which filed its application last month, is owned by a group of local businessmen with George H. Werner as president.

Tri-Suburban's petition, filed by the Washington law firm of Cohn and Marks four days after FCC designated the application on Aug. 1, cited seven cases as "illustrative of the uniform practice of the Commission in granting applications based upon the qualifications of the applicant rather than on a comparative consideration of requests for other frequencies." One involved a grant for Arlington at a time when both Silver Spring applications were pending.

Others included cases at Provo, Utah; Middlesboro, Ky.; Savannah, Ga.; Lubbock, Tex.; Canton, Ohio, and McKeesport, Pa., in each of which, the petition declared, FCC has granted—without hearing and "without such comparative consideration"—an application for the same community where other applicants seeking different frequencies were in hearing.

The petition also noted that FCC this year has granted three new stations for a town of 8619 population (Mayfield, Ky.) and one for a town of 326 (Moses Lake, Wash.), whereas "Silver Spring with its population of 70,000 persons does not have a single local broadcast station."

TWO AMENDMENTS
Proposed by NAB Board For Chicago Vote

TWO amendments to the by-laws were proposed by the NAB Board of Directors for consideration by the NAB annual convention in Chicago Oct. 21-24. They are to be mailed to the active membership 30 days before the convention.

The amendments follow:

Amend Article VIII by adding thereto a new section to be numbered 3, and renumbering the present 3, Section 4, and succeeding sections of said article, accordingly.

Article XIV

Section 3. The Board of Directors shall have the power to enact, amend and promulgate standards of practice or codes and to establish such methods to secure observance thereof as it may deem advisable.

Amend Article XIV as follows:

Article XIV.

Section I. The charter or by-laws of the NAB may be amended, repealed or altered in whole or in part by a majority referendum vote submitted by the Board of Directors to the qualified voting membership in such manner as the Board may prescribe; provided upon petition signed by not less than five (5) per centum of the active membership of the association respecting the amendment of the charter or the by-laws filed with the secretary-treasurer at least thirty (30) days prior to any meeting of the board of directors the board shall at such meeting provide for the submission of such proposals in accordance with the provisions of this section.

RAYTHEON VISITED BY COMMISSIONERS

DELEGATION of members of the FCC, headed by Acting Chairman Charles R. Denny Jr. and Commissioners E. K. Jett and Rosel Hyde, made an inspection tour of Raytheon Manufacturing Corp. in Boston last Thursday.

Commission representatives, arriving in Boston early Thursday morning, were shown latest of Raytheon developments in communication field.

Others in the Commission party making the trip were: Earl Minderman, assistant to the chairman; Benedict P. Cottone, general counsel; W. Ervin James, assistant to the general counsel; Harold J. Cohen, assistant general counsel; Chief Engineer George P. Adair, and William Boese, E. W. Allen, E. W. Chapin and M. O. Sharpe, FCC engineers.

Jester of KWTX Charged In Speech by Rainey

HOMER P. RAINEY, candidate for Governor of Texas who ran second to Beauford H. Jester in the first primary, charged in an Amarillo speech that Mr. Jester "was drawing a salary of $7,000 a year from the people of Texas when he made trips to Washington to obtain the license for his own radio station."

Mr. Rainey was listing what he said were Mr. Jester's outside interests while serving as railroad commissioner. FCC records show Mr. Jester owns 50% of KWTX Waco and is trustee for other stockholders.

At Deadline ...

12 FINAL FM CPS GRANTED BY FCC; FOUR CONDITIONALS

TWELVE final FM CPs—10 to AM licensees or construction permit holders—granted by FCC Friday, along with four conditional FM grants, two to licensees of standard stations. Three conditional CPs for St. Louis; all grants for Class B stations (earlier story page 92).

Commission granted petition of Mississippi Valley Broadcasting Co. to dismiss without prejudice application for Class B FM station in E. St. Louis, Ill.

Construction permits to:

Topeka Broadcasting Assn., Topeka, Kan. (WIBW), Class B 102.5 mc, 2.9 kw; WAVE Inc., Louisville (WAVE), Class B 99.9 mc, 33 kw; Huntington Broadcasting Corp., Huntington, W. Va. (WPLH), Class B 99.5 mc, 38.0 kw; Warner Brothers, Oakland, Calif. (KWBR), Class B 97.3 mc, 10 kw; The Gazette Co., near Cedar Rapids, Ia., Class B 96.1 mc, 11 kw; Civic Broadcasting Corp., Syracuse (WOLF), Class B 94.7 mc, 1.5 kw; James A. Hardman, North Adams, Mass., Class B 101.5 mc, 1.0 kw.

City of Jacksonville, Jacksonville, Fla. (WJAX), Class B 96.3 mc, 159 kw; KOIN Inc., Portland, Ore. (KOIN), Class B 94.5 mc, 50 kw; *John F. Easley, Ardmore, Okla. (KVSO), Class B 97.1 mc, 8.2 kw; *Radio Sales Corp., Seattle, Wash. (KRSC), Class B 93.5 mc, 15 kw; The Journal Co. (The Milwaukee Journal), Milwaukee, Wis. (WTMJ), Class B 92.3 mc, power to be determined by FCC.

*Previously authorized CPs for different engineering details.

Following are conditional grants, subject to engineering approval.

MISSOURI

St. Louis—Columbia Broadcasting System Inc. (KMOX), Class B.
Globe-Democrat Publishing Co., Class B.
Unity Broadcasting Corp. of Mo., Class B.
Clayton—Evangelical Lutheran Synod of Mo., Ohio & other states (KFUO), Class B.

MBS ANNOUNCES TWO RENEWALS OF CONTRACT

RALSTON Purina Co., St. Louis, Sept. 2 increases *Tom Mix* program on MBS from thrice-weekly to five-weekly and Sept. 30 renews contract for 52 weeks. Sept. 23 Wander Co., Chicago (Ovaltine), renews *Captain Midnight* on MBS, Monday-Friday, 5-5:30 p.m., for year.

Ronson Art Metal Works, Newark, sponsor of *Twenty Questions* on MBS, Oct. 5 adds 120 stations, bringing total MBS stations carrying program from 17 to 137. Agency for Ralston Purina, Gardner Adv., St. Louis. Hill, Blackett & Co., Chicago, handles Ovaltine; Cecil & Presbrey Inc., New York, for Ronson.

MBS PROGRAMS MOVED

MBS moves three programs in fall shuffle: *Beatrice Kay Show* from 8:30-9 p.m. Wednesday to 10-10:30 p.m. Wednesday, Aug. 21; *Endorsed by Dorsey*, 10-10:30 p.m. Wednesday, takes three-week vacation effective Aug. 14, returns Sept. 6, 8:30-9 p.m. Friday; *Voice in the Night*, switches Sept. 6 from 8:30-9 p.m. Friday to 8-8:30 p.m. Friday; *Passport to Romance*, 8-8:30 p.m. leaves air Aug. 30.

ON WNEW V-J SHOW

GEN. OMAR BRADLEY, Mayor O'Dwyer of New York and Arde Bulova, chairman of board, Bulova Watch Co., Aug. 14 will be heard on WNEW New York, 4-4:30 p.m., when they address first graduating class of Bulova Watch Making School for Veterans at Woodside, L. I., N. Y. School, organized shortly after V-J Day in 1945 as memorial to Joseph Bulova, late president of watch firm, tutors disabled veterans recommended by Veterans Adm.

10 PROPOSED AM GRANTS, 1 FINAL CP ISSUED BY FCC

FCC Friday announced 10 proposed AM grants, one final construction permit. Illinois Valley Broadcasting Co. given CP for new regional in Peoria on 1290 kc on condition that applicant file within 60 days modification for operation with 5 kw unlimited, using directional. Commission held 5 kw station could give better service than 1 kw, which Illinois Valley sought.

In same decision FCC denied application of Greater Peoria Radiobroadcasters Inc. for 5 kw day, 1 kw night on 1290 kc, holding four of five Illinois Valley partners are local residents, whereas principal stockholders of competing firm are not. Illinois Valley Broadcasting Co. composed of John M. Camp, salesman of WOWO Fort Wayne, who will manage; Edward J. Alterfer, official of Alterfer Bros., Peoria, washing machine, ironer manufacturers; John H. Alterfer, brother of Edward, also official of manufacturing firm; Katherine A. Swain, sister of Alterfers; Timothy W. Swain, her husband, Peoria attorney, and director of Alterfer Bros.

As result of consolidated hearings of eight applicants for 1600 kc, FCC proposed six grants, denying two. Proposed denials to Charlotte (N. C.) Broadcasting Co. and Four Lakes Broadcasters, Madison, Wis. WWRL Woodside, N. Y., given proposed grant increase power from 250 w to 5 kw on 1600 kc. Other proposed grants on 1600 kc:

James F. Hopkins Inc., Ann Arbor, Mich., 1 kw unlimited; Myron E. Kluge and Dean H. Wickstrom, partnership d/b as Valley Broadcasting Co., Pomona, Calif., power not specified by FCC; United Broadcasting Co., Montgomery, Ala., power unspecified; Gazette Co., Cedar Rapids, Ia., 5 kw, unlimited; Piedmont-Carolina Broadcasting Co., Riedsville, N. C., 1 kw day, 500 w night.

Other proposed grants:—

PINE BLUFF, ARK.—Kenneth Kesterson, radio repairman, Signal Corps veteran, and Charles Penix, also veteran, former announcer-engineer, KOTN Pine Bluff, doing business as The Radio Engineering Svc., 1400 kc, 250 w unlimited. Proposes to deny application of Arkansas Democrat Co., Little Rock, for same facilities.

TUSCALOOSA, ALA.—Thomas H. Todd, engineer, U. of Alabama; Bertram Bank, veteran and attorney; Lamar Bascomb, auto rental business; Jeff Coleman, purchasing agent, U. of Alabama, doing business as Tuscaloosa Broadcasting Co., 1450 kc, 250 w unlimited. Proposes to deny application for same facilities to West Alabama Broadcasting Co., partnership composed of Frank W. Bruce and John E. Reynolds Sr., Tuscaloosa.

McALLEN, TEX.—Valley Broadcasting Assn. Inc., for 1 kw, directional, unlimited on 910 kc. Proposes to deny applications of Howard W. Davis, McAllen, for same facilities and Station KEEW Ltd. (KVAL), Brownsville, to change frequency from 1490 to 910, increase power from 250 w to 1 kw. Valley stockholders: Owen Council, Mission, Tex., president-director; Bryce Ferguson, Pharr, Tex., vice president-director; N. E. Buescher, McAllen, secretary-treasurer-director; J. C. Looney, Edinburg; Horace Etchison, McAllen; Lloyd M. Bentsen, Mission; W. D. Whalen, McAllen; John W. Burkhardt, Alamo; E. B. Darby, Pharr, directors, each 2 shares; M. S. Niles, former licensee of KRGV Harlingen (now in Weslaco), and Ingraham S. Roberts, Brownwood, former manager of KGBS Harlingen, 10 shares each.

FLINT, MICH.—Albert S. and Robert A. Drohlich d/b as Drohlich Bros., former licensee KDRO Sedalia, Mo., 1470 kc, 250 w fulltime. Application of Booth Radio Stations, WJLB Detroit licensee (owned by John L. Booth, licensee WLOU (FM) Detroit), seeking same facilities at Grand Rapids, given proposed denial.

AGENCY IS SPONSOR

WHEN one of its clients relinquished series of 38 newscasts weekly over WNHC New Haven, Conn., Hammer Adv. Agency of Hartford retained time for itself. Agency has been telling listeners why advertised merchandise provides better standards of living at lower cost, as well as promoting itself in short commercials.

'BROMO' PROMOTION

BOTTLE of Bromo-Seltzer was sent to trade press last week by John H. Kelly, vice president, advertising manager, Emerson Drug Co., Baltimore, who recommends Bromo-Seltzer "if the excitement and terror of *Inner Sanctum* Murder Mysteries give you a headache and jangled nerves." Program sponsored by Emerson on CBS Monday, 8-8:30 p.m. Agency BBDO, New York.

WAA REVISES PROCEDURE FOR ELECTRONICS DISPOSAL

CHANGES to speed disposal of surplus electronics ordered Friday by War Assets Administrator Robert M. Littlejohn, putting Electronics Division under Office of Aircraft Disposal with George H. Moriarty, formerly in charge of aircraft components sale, as division director. Special priorities office set up to process veterans' applications.

New types of agency contracts eliminate cost-plus-fixed-fee provisions of present contracts, feature "fair commissions" on sales, emphasize "sales for profit" rather than "storage for profit." New contracts to be signed with agents capable of marketing material; others to be revoked. No agent to be allowed to monopolize any certain type of material. Army-Navy now helping WAA in separating commercially unsalable equipment from critical material at aircraft depots.

OWMR REORGANIZED

OFFICE of War Mobilization & Recoversion reorganized by Director John R. Steelman, absorbing functions of Office of Economic Stabilization. Commdr. Joseph L. Miller, USNR, former NAB Labor Relations Director, continues as special assistant to Mr. Steelman.

CLEAR CHANNEL POLICY

(Continued from page 4)

dismissal of applications conflicting with existing clear channel and other specified rules [BROADCASTING, Feb. 11] and June 21 statement that daytime or limited-time applications for 1-A channels would get immediate consideration only if proposed station was less than 750 miles from dominant 1-A, operating non-directional, or if it was within 0.5 mv/m 50% skywave contour of 1-A station using DA [BROADCASTING, June 24].

Feb. 4 notice, Commission noted, excepted KOB, which has application pending for 770 kc (classified 1-A), "because of the peculiar situation." Before NARBA, KOB was on 1180 kc with no other station using that frequency at night; after NARBA, it was assigned 1030 kc, necessitating reclassification of WBZ Boston from 1-A to 1-B. Because of interference between KOB and WBZ, Albuquerque station subsequently assigned 770 kc under special service authorization.

But, FCC pointed out, 770 kc is still classified 1-A (WJZ New York is "dominant" station) although two stations use it fulltime, while 1030 kc remains "1-B" even though no station but WBZ uses it at night. Commission expressed hope of resolving this "anomalous situation" as soon as possible "but cannot do so effectively until after the conclusion of the clear channel hearing."

FCC records showed KFEL Denver and KOB have filed applications for 770 kc and that 11 seek 1030 kc.

'MR. D. A.' LEADS JULY PACIFIC HOOPERATINGS

JULY Pacific Network Hooperatings place *Mr. District Attorney* at top of first 15 with *Aldrich Family* second, *The Whistler* third.

Average evening audience rating, 6.1, drop of 0.4 from last report, and decrease of 0.3 from rating for same 1945 period. Evening sets-in-use rated 24.6, down 3.6 from last report, 0.4 less than year ago. Average available evening audience 70.6, down 4.8 from last report, down 1.5 from year ago.

Average daytime audience rating 3.6, up 0.4 from last report, up 0.3 over last year. Average daytime sets-in-use rated 15, increase of 1.6 from last report, up 2.5 from year ago. Daytime available audience 66.1, up 0.1 from the last report, up 1 over a year ago.

Leading 15 Pacific programs: "Mr. District Attorney" 14.3, "Aldrich Family" 13.5, "Whistler" 13.2, "Mr. and Mrs. North" 12.0, "Michael Shayne" 10.3, Frank Morgan 10.2, "Blondie" 10.1, "People Are Funny" 10.1, "Bob Hawk Show" 9.9, "Take It Or Leave It" 9.8, "Screen Guild Players" 9.6, "Man Called X" 9.5, "Crime Doctor" 9.2, "Adventures of the Falcon" 9.2, "Count of Monte Cristo" 9.2.

HUBER TO GREEN

E. J. (Mike) HUBER, onetime sales promotion manager of ABC, last week became partner in Green Assoc., Chicago. He will head sales promotion and merchandising activities of new radio production agency. Green Assoc. plans future expansion to Hollywood and New York. Offices now at 165 W. Wacker Dr., Chicago.

COMMEMORATING Centennial anniversary of raising flag over Los Angeles, ABC Aug. 13 airs full network half-hour with George Jessel as m. c.; Gov. Earl C. Warren, Walter Huston, Meredith Willson, Frank Sinatra, Judy Garland, Margaret O'Brien, speakers.

S. KENNEDY (Ken) TULLY, after five years in Navy, returns to old post, news editor, Yankee Network News Service. He was commander, was wounded at Tinian.

Closed Circuit

(Continued from page 4)

offer provided payment not in cash but in stock in Curtis Radiocasting, which controls Evansville-on-the-Air.

NEW PUZZLER faces FCC by virtue of pending proposal whereby *Salt Lake Telegram* would acquire 50% interest in KALL for $100,000 [BROADCASTING, Aug. 5] *Telegram* owners hold about 20% of 50,000 w KSL. Will duopoly apply?

APPEARANCE of Roy Rogers and horse, Trigger, on *National Barn Dance* Chicago (NBC 9-9:30 p.m. EST Saturday) revived reports that cowboy star will be fall replacement for rural program sponsored 14 years by Miles Labs., Elkhart, Ind., for Alka-Seltzer. Wade Adv., agency, declined comment on Rogers report and on another that *Quiz Kids* would switch from ABC to NBC in fall to avoid Phil Harris competition [BROADCASTING, July 29].

ABC shortly will announce covey of New Rocky Mountain area affiliates. Among them are newly authorized KGEM Boise; KLIX Twin Falls; KBIO Burley and KEIO Pocatello, all tying in through KUTA Salt Lake City and under supervisory control of KUTA president and general manager Frank Carmen. Affiliations effective about Oct. 1 when stations expect to begin operation.

RECORDINGS IMPROVED

H. H. SCOTT, president of newly organized Technology Instrument Corp., Waltham, Mass., Friday announced invention of new electronic system, which improves quality of phonograph record reproduction by reducing scratch and rumble noises. Tests indicate stations using new suppressor can extend transmitted audio frequency range when using commercial shellac and vinylite discs, realize lower scratch level than with low-pass filters. TIC makes first commercial broadcast appearance with invention shortly. Licensee relations under direction of Ralph P. Glover, Oak Park, Ill. consulting engineer.

SET PRODUCTION PEAK YEAR AWAY—COSGROVE

SET PRODUCTION will not reach peak until late 1947 or early 1948, R C. Cosgrove, vice president-general manager, Crosley Corp., Cincinnati, and Radio Manufacturers Assn. president, told appliance group of Western Merchandise Mart in San Francisco. He deplored "terrific amount of information and misinformation" about FM, said people won't buy sets if there are no transmitters on air. In June RMA production figures for console radiophonograph models, totaling 60,000, included only 4,315 with FM bands, he said, in addition to 1,264 table models with FM.

Mr. Cosgrove sees in television "greatest unit in the radio business," thinks color is still long way off, that black-and-white will be on market "in volume some years before color television." He said "selective and aggressive selling and promotion" will be necessary on distributors' part.

RMA RADIO WEEK PLANS

COMPREHENSIVE program for National Radio Week adopted by Advertising Committee, Radio Manufacturers Assn., at Philadelphia meeting, KWY studios, embraces cooperation with NAB, dealer-distributor tie-ins, promotions with local, national radio programs, newspaper advertising and cooperation of retail trade associations. Plan drawn by W. B. McGill, advertising manager, Westinghouse Radio Stations Inc.

JACOBSON NEBLETT PARTNER

REORGANIZATION of Neblett Radio Productions, Chicago (transcriptions), to include Morton Jacobson, associated with firm for two years in legal capacity, as full partner, announced Friday by Johnnie Neblett. Firm soon to release *Open House* and *Song and Story* in addition to exclusive transcription rights for *So the Story Goes* and *Louise Massey and the Westerners.*

CBS AIRS DERBY

FINALS of 10th annual All-American Soap Box Derby will be broadcast on CBS Aug. 18, 5:30-5:45 p.m. by Bill Downs, CBS correspondent, from Akron. Network will broadcast preview Aug. 17, 4:45-5 p.m.

WRGB Schenectady, General Electric television station, Aug. 19 begins regular daily relay experimental telecasting, picking up NBC programs from WNBT New York, in addition to its own shows.

People

HAROLD B. SHAW, former general manager of WBRW Welch, W. Va., named manager of WMON Montgomery, W. Va., MBS outlet, succeeding Robert Wasdon, who holds CP for new Portsmouth, Va. station.

BOB BINGHAM resigns as general manager of WFTC Kinston, N. C. to become sports director of WFVL Hollywood, Fla., effective Sept. 1. Both stations in Jonas Weiland group.

JOHN E. NORTH, former commercial manager, KANS Wichita, and vice president, Butler Paper Co., St. Louis, joins Taylor-Howe-Snowden as assistant to Tom Peterson, Chicago manager.

NORMAN BYRON, with Benton & Bowles New York, since 1937, elected vice president

NORMAN OSTBY, assistant to Don Searle ABC Western Division vice president, named public service director in addition to present duties.

ART LINKLETTER, m. c. of NBC *People Are Funny* and CBS *GE House Party* father of girl.

F. M. SCHWEMMER, former merchandising manager for Sterling Drug (Centaur Division), joins executive staff of Ruthrauff & Ryan, New York, specializing in drug accounts. CURTIS C. LEWALD, associated with BBDO, New York, four years as account executive and copywriter, joined R & R creative staff.

GEORGE CARSON PUTNAM, MBS newscaster and former Marine, will m.c. Mutual *Victory Anniversary* Wednesday 10 p.m. (EDT), featuring Generals H. H. Arnold, G. C. Marshall and Admirals E. J. King and W. D. Leahy.

BMB STUDIES SURVEY

TECHNICAL Research Committee of BMB met Friday to discuss advantages and drawbacks to another nationwide station audience survey in 1947. Group made no formal recommendation but passed resolution that BMB should not make individual station studies independently of national survey. Problem will be studied by Board Research Committee whose recommendations will be considered by full BMB board in mid-September when board decides whether to recommend national 1947 survey to broadcasters at NAB convention Chicago.

HOOPER INHERITS NINE

NINE ADDITIONAL contracts have been inherited by C. E. Hooper Inc., New York, for program Hooperatings service from defunct CAB: Bruce B. Brewer Co., Columbia Pictures Corp., Firestone Tire & Rubber Co., Gillette Safety Razor Co., Kastor, Farrell, Chesley & Clifford, The Lambert Co., McJunkin Adv. Co., Henry Souvaine, Standard Brands Inc.

MUSIC FOR INDUSTRY

ASCAP representatives met with officials of sound system firms late last week to discuss new formula for musical licensing in industrial plants. Details of formula not disclosed. Representatives from Executone Co., Raulan Co., and Stromberg-Carlson were present.

Ever try to Survey a FAMINE?

Several weeks ago, newspapers, magazines and radio stations were telling conflicting stories about the need for famine relief in Europe. Eight hundred million people—one third of the world's population—were reported to be faced with an acute shortage of food.

As a clear channel station serving a rich 4-state agricultural area, WLW set out to determine the true facts and to report them without bias or emotion to its listeners. We arranged to send a group to Europe to report on actual conditions as they found them. We chose three laymen typical of our audience—a farmer, a grocer, and a housewife, representing the producer, the distributor and the consumer. WLW's Farm Program Director, Roy Battles, accompanied them on a six weeks' air tour of England, France, Italy, Greece and Poland.

Direct broadcasts by shortwave, cabled reports and recorded programs and interviews were sent back and aired by WLW throughout the program schedule. The grocer reported his findings by shortwave to 4,000 members assembled at the National Association of Retail Grocers convention in Chicago. Returning in Mid-July, the WLW Famineers made a report to officials of the FCC, the State Department, the Agriculture Department and prominent government officials at a meeting in Washington. A similar report to agricultural, civic and government officials of our 4-state area was made at a meeting in Cincinnati.

The tour and its resulting broadcasts and meetings have, we feel, provided our listeners with the true and complete picture about the food situation abroad upon which to base their own decision and course of action. Our only purpose in arranging the tour was to provide the facts—and in so doing we feel that we have accomplished one more step in our serious obligation and responsibility as a clear channel station.

WLW
DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION